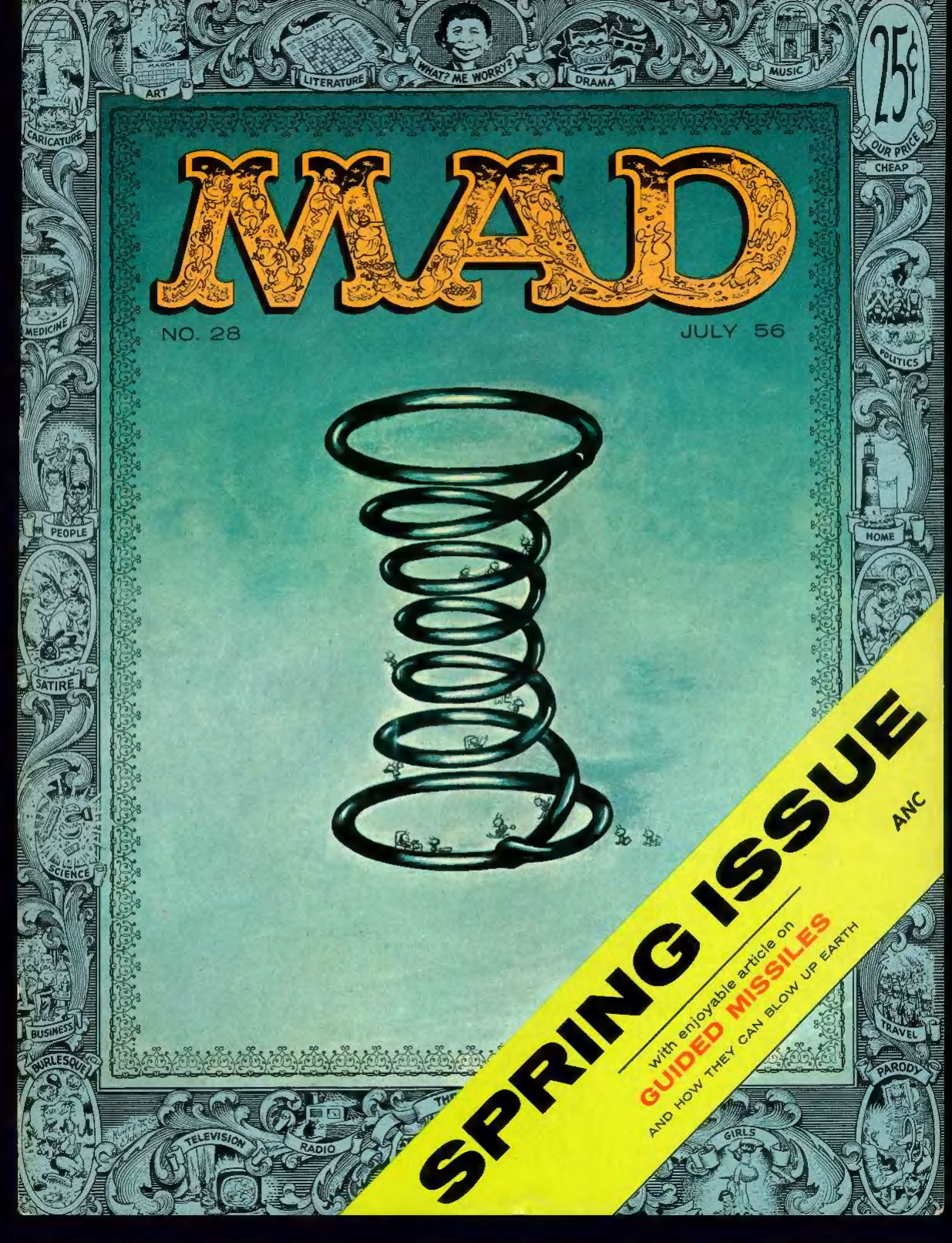

ART
LITERATURE
WHAT? ME WORRY?
DRAMA
MUSIC
25¢
OUR PRICE
CHEAP
CARICATURE
MAD
NO. 28
JULY 56
MEDICINE
POLITICS
PEOPLE
HOME
SATIRE
SCIENCE
BUSINESS
TRAVEL
BURLESQUE
PARODY
TELEVISION
RADIO
GIRLS
SPRING ISSUE
with enjoyable article on
GUIDED MISSILES
AND HOW THEY CAN BLOW UP EARTH
ANC

MAD

NO. 28 JULY 56

25¢ OUR PRICE CHEAP

SPRING ISSUE

with very useful
INCOME TAX GUIDE
DEDUCTIONS, CHEATING, ETC.

They wanted to call it **PARTNERS PICK**

The partners
of Billow & Company
had 53 whiskies
to choose from . . .

. . . *They couldn't make up their minds*

They were going to call their choice "Partner's Pick". But Mr. Cotton Billow, the first partner, couldn't agree with Mr. George Company, the second partner. And so, Billow got rid of Company. And now, instead of "Partner's Pick", the whiskey is known as "Cotton Pick".

BILLOWS COTTON PICK

BILLOW CO. • 40% STRAIGHT • 60% GRAIN SPIRITS • 86.8 PROOF • I HAD ONE GRUNCH BUT THE EGGPLANT OVER THERE

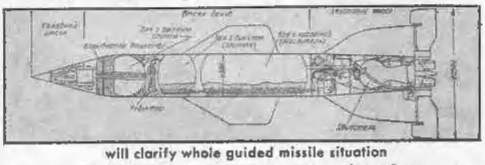
NUMBER 28 SPRING ISSUE

MAD

"In the present state of the world it is difficult not to write lampoons." Juvenal—100 A.D.

PUBLISHER: WILLIAM M. GAINES EDITOR: HARVEY KURTZMAN
MANAGING ED.: HARRY CHESTER PRODUCTION: JOHN PUTNAM ADVERTISING: PETER BOVIS
STAFF ARTISTS: JACK DAVIS WILL ELDER WALLACE WOOD SUBS.: GLORIA ORLANDO

Here we are again, dear readers, with another 25¢ worth of happy happy happiness.—Where are you now? Curled up on your living room sofa with your freshly bought copy of MAD? Riding home on the commuter train with your newly purchased MAD? Hanging around the paper-store magazine rack reading MAD for free?—You no-good cheapskate bums reading MAD for free—PAY MONEY OR PUT IT BACK! All other readers, please keep reading.—Man alive, gang, what stuff we got in this issue! We got a scientific article on guided missiles that will clarify the whole guided missile situation. We got an accurate historical article on the Civil War fabricated by Ed Fisher (who also works for other minor magazines—Sports Illustrated, the New Yorker, to mention a few). We got an interesting piece by Reader's Digest publisher De Witt Wallace on the letter page. We got a request for art work from MAD 27 to hang in Ed Sullivan's home—proving he *really* is a good sport.—And finally, you no-good cheap skate bums still reading for free—PAY MONEY OR PUT IT BACK!—H. K.



will clarify whole guided missile situation

civil war

Editor's note: No matter what fun is made of him, Ed Suvillan remains the good sport.

artwork MAD 27

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READER'S DIGEST

This is to inform that I have just read the article "Progress in Cleaning Up the Comics" in the current Reader's Digest. I find the reference to your magazine to be completely unfair, misleading and biased. The writer created the impression that "MAD" is wholly devoted to vicious crime stories, ...I intend writing the Reader's Digest to protest the article.

Phillip W.
Cambridge, Mass.

After reading the slanderous attack on you by T. E. Murphy in the February issue of The Reader's Digest I decided to get a copy of your magazine and see what it was really like. I found the MAD magazine most entertaining and funny. I personally don't think that the author of that article has even read your magazine . . . I would like to quote (parts of) the passage in the article, "William Gaines, a publisher of comics largely devoted to murder and mayhem . . . by altering the price and format, . . . has been able to put similar stuff into new thrillers . . . The first edition of MAD . . . carries a crime story entitled "Who Put the Strychnine in Mrs. Murphy's Husband" . . .

Michael Dunlop
Dickinson, Texas

We wish to call to your attention . . . to an article which appeared in Reader's Digest... This article, by T. E. Murphy . . . has had the poorest taste in including MAD in the category of filthy comic books.

We are loyal readers of your magazine and we cannot stomach the derrogatory remarks he has made . . .

Tom Hoff,
Don Blakeslee
Bexley, Ohio

Being a solid fan of MAD, I was enraged at this smear at your magazine, which they claim contributes to "moral debauchery."

L. E.
Harvard College
Cambridge, Mass.

I have just finished reading a story . . . where they give you and your outfit a bad time . . . I'm behind you . . .

Larry Jorgeson
Eagle River, Wis.

". . . You will be glad to know that we have heard in the past week or so from quite a number of loyal readers of your magazine. And some of us on the staff have for the first time become acquainted with your particular brand of 'humor in a jugular vein.' The experience has been rewarding: the copies of 'MAD' that I have seen are not only inoffensive, but positively entertaining.

I am sorry indeed that the Digest reference to the publication gave a misleading impression."

DeWitt Wallace
(Editor & Publisher)
The Reader's Digest

SCENES WE'D LIKE

. . . I must tell you how much I enjoyed the "Scenes We'd Like to See." I think you should print more of it in your future mags.

Howard Budner
Bronx 57, N. Y.

Scenes we'd like to see

. . . That article on "Scenes We'd like to see," GREAT! At last us "Bad Guys" win something.

P. J. O'Brien
c/o FPO, San Franc., Cal.

. . . Who is the artist who drew "Scenes We'd Like to See"?

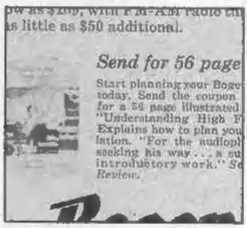
Doc Dover
Chattanooga, Tenn.

Artist Phil Interlandi, whose work many of you have already seen in leading national mazazines, is the one who is responsible.—ed.

REAL ADVERTISEMENTS

I have just finished dissecting MAD #27, and I must admit that I was flabbergasted, non-plussed, amazed, and totally unprepared for the unexpected shock of finding a real, honest-to-goodness advertisement in your mag. I have gone over this so-called "real advertisement" with a fine toothcomb . . . looking for the minutest detail that might be considered funny. There are none!! . . . You must need M-O-N-E-Y. Who is covering up?

De Witt Clinton Fink III
Providence, R. I.



Honest-to-Goodness Ad.

DO YOU TAKE US FOR IDIOTS? IF YOU THINK I WOULD BUY ANYTHING ADVERTISED IN mad YOU'RE CRAZY, ESPECIALLY AFTER TRYING IPUNA AND STRAWBERRIES. IT MADE ME DEATHLY ILL!!!

Gail S. Martell
Cedarhurst, L. I., N. Y.

Post Mortem: The precipitous rebellion of MAD has been utterly obliterated by *Real Advertisement.*

R. R.
Rangoon, N. Y.

FIT FOR IDIOTS

The other day a friend of mine said to me, he said, "That MAD isn't fit for idiots." I stuck up for your mag. I said that it was.

Connor Markey
Rye, N. Y.

MEL HANEY

An Open Letter To Mel Haney
Dear Mr. Haney:

We have watched with great interest and admiration all your adventures in MAD comics for the past three years. We believe that your motto: "What, Me Worry?" is one that could be echoed throughout this embattled world. We believe that your attitude toward everyday events is one that should be adopted by all thinking people in this nation. Therefore, looking forward to the Notre Dame Democratic convention which will convene on April 16th of this year, we would submit your name as a popular candidate for that convention's selection. In publishing this letter now, we hope to force all delegates from the various states to commit themselves as to where they stand on the "Mel Haney issue." Also, this will allow delegates to rally support behind your banner and to set the Mel Haney bandwagon firmly on its way to victory. You can, Mr. Haney, rely on the support of this publication as well as the support of all those people who place honesty and justice among the top requirements of a government administrator.

THE THURSDAY THROWBACK
University of Notre Dame

Mel Haney (see pg. 54)

COVER—

I am sitting here at school gazing rather wistfully at your fabulous 1956 panoramic cover on the Spring issue. I am impressed by the broad insight and understanding of international affairs that the editors of such a fantastic

magazine possess.

However, I would like to suggest both an addition and a revision to that cover, to wit:

1) Gazing intently I find traces of Gen. MacArthur, General Foods, General Electric, General Motors, but where is General Eisenhower?
2) The meditating stance of Dulles is interesting if not quaint. I am just an iconoclast I guess for it seems he would look more typical surrounded by two other members of the Team, Secretarys Wilson and Benson, all three with their feet in their mouths.

Alan F. Charles
Los Angeles, Cal.

Fabulous Cover

D—P—'S LETTER

...I wish you didn't have to reprint letters like one printed to the editor in MAD. (Signed D— P— of N. Y. City) Guys like "D—" are the ones I used to club while pulling MP duty while in the service. If you can print this please do so. Mr. D— P— you are a . . . with a warped sense of realization.

R. A. Kline
Pontiac, Mich.

6' 2"—210 lbs.
12 Wins (Knockouts)
0 Losses
(for Mr. P's reference)

I hope this letter finds you in the worst health possible. I have brought and read the November issue of MAD, (what you call a magazine). MAD isn't worth being thrown in an ash can.

D— P—
N. Y. City

Warped sense of realization

ROGER PRICE

I have been a reader of your brilliantly written magazine for a very long time; I just read your first mistake... Roger Price's recent bit of literary trash entitled "The Brave Dogs." I have thought rather highly of Price, but I know quite a bit about the Fiesta Brava, and, as I have been in a ring with a fighting bull (which he has not), and as I have had no practice in the way of kicking dogs (which he obviously has), I suggest that he find out just how 'manly' one has to be to fight bulls. Clearly, Mr. Price has never been a bullfighter.

M. B.
Mexico City

The Brave Dog

We enjoyed reading the satire on bullfighting by Roger Price entitled "The Brave Dogs," as it appeared in the April issue of MAD.

With your permission, we would like to reprint the article in a future issue of our publication THE NATIONAL HUMANE REVIEW. . .

The Amer. Humane Assoc.
Denver, Colo.

SUBSCRIPTIONS

I am positively thrilled to see . . . MAD on the stands before it is sent to the subscribers. You have no idea what a thrill it is to see the mag on the stands and not be able to buy it—what fun! . . . You can be sure that I won't renew my sub.

M. J. Schweider
Brooklyn, N. Y.

It is my opinion that a bimonthly magazine should come out at the beginning of every other month. I am unhappy to find that yours appears on the newsstands well past the middle of the month.

As I subscribe to your magazine, I would like to feel that I will receive it at least two days before it is sold on the newsstands. As of this month your publication was able to be purchased one full week before I received it by mail.

Robert Silverman
L. I. C., N. Y.

Apologies to our subscribers for poor service. The subscription department has been woefully understaffed. Service *will* improve as soon as we get someone to lick the stamps.—ed.

WHAT ME WORRY

Since your rag sells for just two-bits, and since I'm too tight to pay any more and get a better class of reading, I often find myself in the degrading position of a MAD reader. The humiliation of this confession is ample cause for regret, but I have other gripes

Gripe #1 concerns "What, Me Worry?" In several issues of your trash, I have been told that a vast research dept. has been trying for weeks to discover the original "What, Me Worry?" Aforementioned research dept. should spend less time in headhunters' Kralls and more in the office of a good headshrinker. For it is here that the answer can be found. Your picture, "What, Me Worry?" can be found in most beginner's psychology books. "What, Me Worry?" actually lived. He was an idiot. (Which will come as no surprise, I'm sure) . . .

On the cover of MAD #27, the title 'Radio' shows a cobwebbed, stored-in-the attic, apparently useless bit of trash. This is a lie! There are more radios today than ever before. More people have radios than eat white bread. More people have radios than indoor plumbing. More people have radios than drink coffee. There are more radios in Chicago

Idiot (see pg. 54)

than bathtubs. (And I thought it was the stockyards). I think you get the point, and if you were closer I know you would. There is just one point on which I agree with MAD. I don't know what "Toolish" means either, but whatever it is you deserve it.

Noah Miller
Station WBIW
Bedford, Ind.

HAPPINESS

. . . what do you think of . . . enclosed?

HAPPY! HAPPY! HAPPY!
(By Dave Foley)

We are all one big happy family—that's us.
We live together and do happy things and say happy things, and everybody's happy at everybody else.
Happy, happy, happy.

Walk the streets of a city—
meet a person
say Hello, aren't you
Happy, Happy, Happy?

See what happens.

Watch the workers—in collars and overalls and things—see the happy faces, the smiles and laugh crinkles and missing teeth—working and singing and smiling,
Happy, Happy, Happy.

Everybody's happy — everybody's so bloody happy that sometimes you can't stand it any more. Sometimes you feel like punching those flashing teeth down their throats and mashing up those smiles, and kicking and smashing and pummeling and blood and gore and death and sorrow and wailing women—

Haven't you ever felt like that?

Carmine J. Ruggiero
Brooklyn, N. Y.

DOODLES WEAVER

By the way, did you fellows know that Doodles' real name is Winstead Sheffield Glendenning Dixon Weaver?

Rosemary Weaver
Los Angeles, Calif.

WILLY ELDER

What does Willy Elder do for a living?

Bill Tepper
Yonkers, N. Y.

Please address all correspondence to: MAD, Dept. 28, 225 Lafayette St., New York 12, N. Y.

POPULARLY advertised scene from Rose Tattooed. Anna Lasagna pins Burt Lambaster in 3 falls to finish.

In this issue we present a review of a movie whose title brings to mind the man who sat down on the tattoo needle and...

HE ROSE TATTOOED

Another drama has flowed onto celluloid from the pen of that authentic writer and native of the colorful South, Tennessee Alfred. This picture concerns the Rosa family with the husband Rosario Rosa with Rosa water on his hair, with a Rosa colored shirt, with Mrs. Rosa, with daughter Rosa Rosa and a Rosa tattoo on his chest and a Rosa tattoo on the girl friend's chest, and a bunch of Rosas on the table and a bunch of La Rosa spaghetti in the pot and Rosas all over everything. In this picture is Rosas till you're *going crazy* from Rosas.

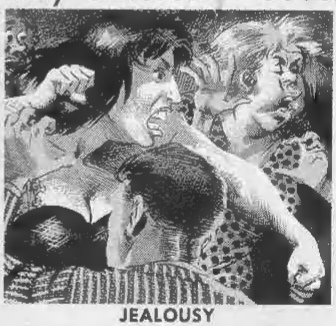
Anyhow, this picture has many new twists. You see, there's this widow, Scallopini Rosa, whose figure is attracting much attention. This truck driver, Antipasto Monticello is coming along and the eyes are giving the figure the big once-over. The eyes pop out giving the figure the once-over. And you think it's the truck driver's eyes giving the widow's figure the once over? No! Just the opposite! It's the widow's eyes giving the truck driver's figure the once over.

Boy this picture has new twists! Is it twisted!

Anna Lasagna as Scallopini Rosa creates many different moods.

MADNESS

HATRED

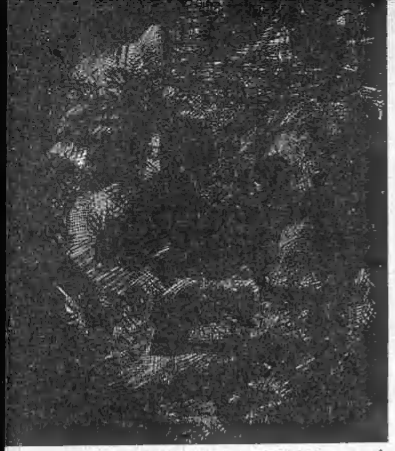


JEALOUSY

DESPAIR

LOVE

PEACE



UNFORGETTABLE SCENES are shot inside darkened Rosa house to create strong, dramatic, moody impression.

DARKENED SCHOOL is setting for more scenes shot with minimum light to create further strong impression.

NIGHT SHOT inside shuttered house enhances further strong impression mainly, you think you're going blind.

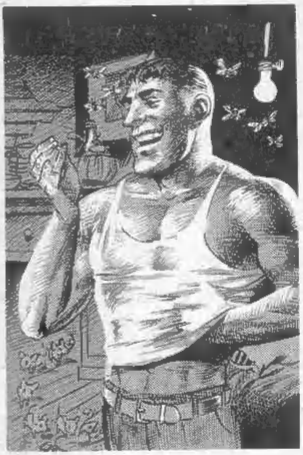
PICTURES BY WALLACE WOOD

Story reflects the new realistic 'underwear' school of writing

FIRST Scallopini Rosa is seen walking around in slip.

NEXT, daughter Rosa is seen walking around in slip.

NEXT, Antipasto Monticello, hero, takes off shirt.



NEXT, girl Rosa Scallopini fights, takes off blouse.

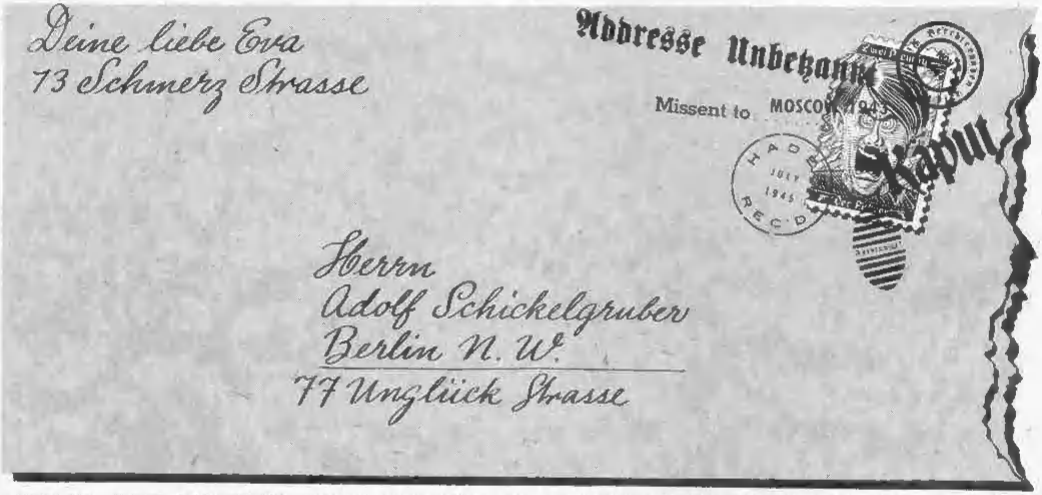
CLIMAX OF PICTURE comes with Scallopini running around in dressing gown, Rosa running around in slip and Antipasto with undershirt off, also running around.

WHAT'S THAT you say? You'd rather see a happy happy musical? Wait. Rose Tattooed ends in typical Hollywood fashion with a happy ending. Everyone gets dressed!

STAMPS

COLLECTING IS POPULAR WORLD WIDE HOBBY

PICTURES BY AL JAFFEE

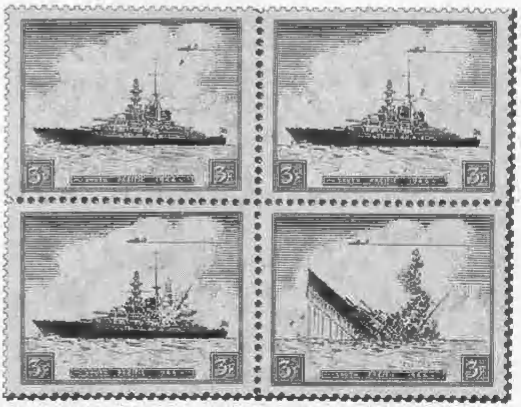


WORLD'S MOST WORTHLESS STAMP (EVEN THOUGH A RARITY) BECAUSE OF ITS VERY POOR CONDITION

The rarity and condition of a stamp determines its worth. To illustrate our point we decided to contact the owner of the world's most valuable stamp . . . the two cent blue Queen Zamba. After months of negotiation we were finally permitted to photograph this breathtaking beauty. Unfortunately, however, while setting up our cameras we somehow misplaced it.

The stamp on the envelope above will illustrate our point just as well. It shows the many damages that detract from any stamp's value.

Stamps fall into many fascinating categories. On the next page we have printed some unusual selections which are sure to draw even the most hardbitten skeptic into the wonderful world of philately.



UNUSUAL ERRORS MAKE STAMPS COLLECTOR'S ITEMS

COMMEMORATIVE

Some stamps are issued to commemorate important events in the history of a country. To the right is an outstanding example of this produced by one of our South American neighbors. This attractive three stamp series tells the story of the reign of the country's most recent ruler. Each stamp was released with timely significance on the dates indicated.

February 14

February 17

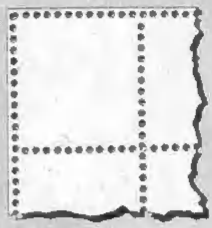
February 19

GOOFS—ACCIDENTAL

Carelessness somewhere along the stamp production line often creates extremely valuable items. These are usually rare because as soon as the postal authorities discover their errors they correct them. Common examples are:

A) Imprint on paper, forgetting perforations.
B) Perforations on paper, forgetting imprint.
C) Perforations and imprint, forgetting paper.

A.



B.

C.

GOOFS—INTENTIONAL

Since mistakes make stamps valuable it follows that unscrupulous persons would try to exploit the situation. This has brought forth, the "legitimate counterfeit" stamp. It is created by an unprincipled printing and engraving employee who tampers with plates, pulls proofs, fixes plates right again, and sneaks the bogus proofs out for a profitable sale.

real . . . . . 3¢

phony $1400.00

PRIZED RARITIES

Hand printed stamps are rarest of all, like one at right made by an early-Hawaiian missionary. He engraved design on a smooth rock and inked it with vegetable dyes. Then while holding a piece of paper with his left thumb on a flat rock on the ground, he brought the inked rock swiftly down removing his thumb at the last second. He only made one of these.

priceless, hand printed

SPECIAL PURPOSE

Most people think of stamps in relation to mail service only. While it's true that most of them are produced for that purpose there are still many millions made for other reasons. Even within the postal service itself there are different types such as special delivery, postage due, pony express, Zeppelin air mail, late delivery, damaged delivery, no delivery, etc. . . .

for licenses

for subs

IMPORTANT MILESTONES IN MODERN MEDICINE

1796—Triumph Over Contagion by Inoculation by Dr. Jenner! **1848**—Triumph Over Pain. Dr. Morton Discovers Ether! **1929**—Triumph Over Death. Dr. Everlast Discovers Potrzebie, Secret of Perpetual Life!

And Now—1956—Proctor the Doctor proudly announces...

TRIUMPH OVER TOOTH DECAY

With Frammistan!

Do you realize what this means you fools!?

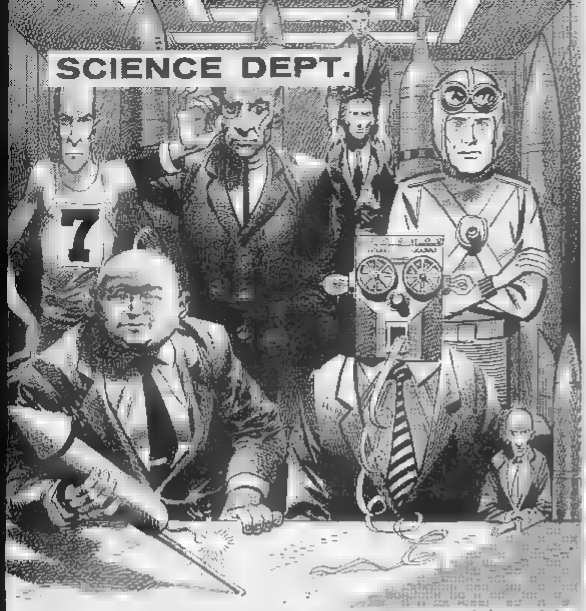
Best toothpaste with Frammistan is Proctor the Doctor's answer to the cold war.

Towns Without Toothaches. For years, children growing up in certain Western towns whose drinking water was full of Frammistan were virtually without toothaches. Finally Science learned the reason why. The children didn't have any teeth! That's why!

Science Long Tried ■ Capture Frammistan. Forinstance see this picture of these doctors lookin' in that glass thing? You know what's in that glass thing? That's right! Nothing! And those ain't really doctor's neither. But that's some picture, hey?

Best Toothpaste with Frammistan on your toothbrush combines to make the world's best weapon against tooth decay. Because the best weapon against tooth decay is the toothbrush. Use a toothbrush with Best—it doesn't go on the teeth so good with your hands.

Protects You Against Bad Breath, too! This romantic couple—locked in warm embrace—hearts beating faster—eyes half shut—mouths parted—wafting fragrant essence of Best with Frammistan. Phweee-hoo!—Take a hint! Go buy some Best on the double!



BRAINS TEAMING UP FOR RACE in West are, left to right: Gallup, expert racer. Kerbang, sky rockets and firecrackers. Blitz, German scientist. Pick and Back, two-stage rockets. Buck Roger, rockets. Waldo, automation, Zork Argh, space.

BRAINS TEAMING UP FOR RACE in East are, left to right: Dashkin, girl champ racer. Propelnik, rocket design. Schmidt, German scientist. Beelzebub, fission. Buck Rojnikoff. Plotkin, Trotsky-ite, and Watchova, expert watcher over the experts.

the race is on for the SUPER GUIDED MISSLE

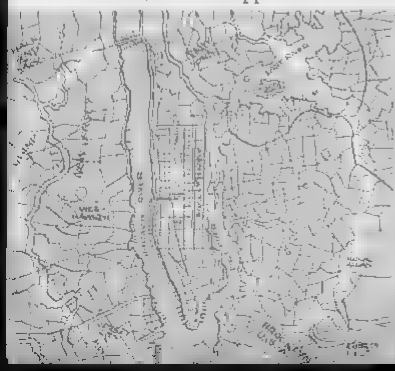
ICBM! Intercontinental Ballistic Missile! Today, like never before, a feverish race is going on between the democratic and communistic spheres of influence for ICBM . . . a race for guided missile superiority. Every day one hears of new missiles. Land to air missiles, air to air missiles, air to land missiles, air to missiles land, missile land to airs . . . One rumor is that the latest feverish race is towards perfecting mysterious MISSILE X. Day and night thousands of people are working, billions are being spent perfecting MISSILE X before the "other side" does. It is further rumored that although day and night thousands of people are working and billions are being spent perfecting MISSILE X, *nobody really knows what* MISSILE X *is supposed to do!* Just as long as they perfect it before the "other side" does.

We are going to here show you things to come. Yes—they will frighten you. But because we believe in informing the public, and educating the public, we are printing this article. But mainly because we believe in frightening the public, we are printing this article.

You sell *more* magazines that way.

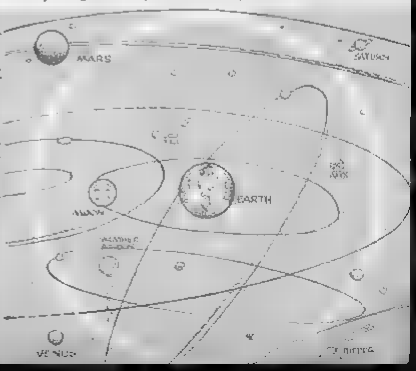
PICTURES BY JAFFEE, WOOD and DAVIS

RADIUS OF DESTRUCTION of conventional bomb if dropped on Manhattan.



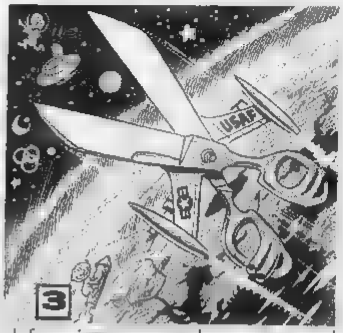
GUIDED MISSILE'S possible radius of destruction is shown circled on Texas.

ULTIMATE MISSILE would give absolute military superiority shown by radius.

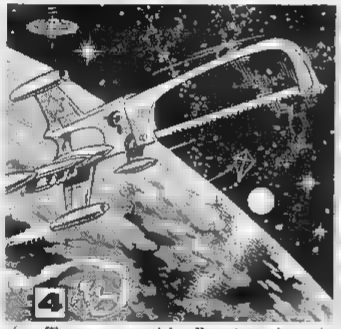


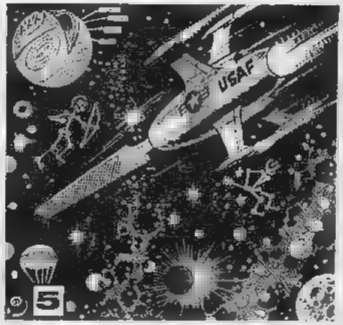
HERE IS WHAT WOULD HAPPEN
in the event of a Soviet missile attack

(According to top U.S. scientists who have all just left to become citizens of Fond du Lac, Saskatchewan, see reason why* below.)

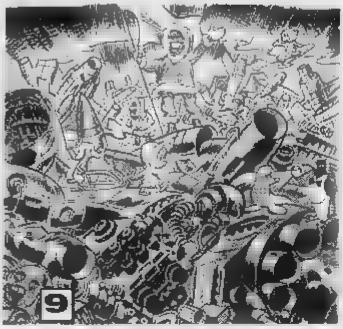


1.) Russian PBX-4 "Honest Ivan" guided atomic missile is fired on U.S.-bound trajectory from secret Siberian launching platform. 2.) Camouflaged U.S. radar station at North Pole detects enemy intruder. 3.) U.S. counter-missile the QT-34b. "Big Snip" is sent aloft to intercept attacker over neutral Northern Canada. (when contact is made, side jets in rear handles will fire, forcing front blades together in scissor-like movement which clips the enemy missile neatly in half.)

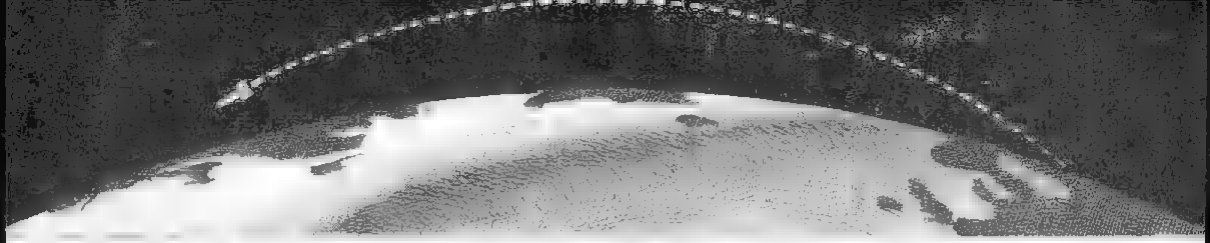




4.) To prevent this, Russians launch hacksaw-shaped Ilyushin NG-5½, designed to disable Big Snip by sawing through its center pin. 5.) But U.S. "Flying Nailfile", counter-counter-missile zooms in to blunt teeth of Russian sawblade. 6.) Camouflage Soviet secret agent spots this move and calls for Reds' "Flying Horseshoe" magnetic missile to attract U.S. missile off its course, also to demoralize forward-area troops by stripping them of all metal articles in passing.



7.) American counter-intelligence radio overhears Red agent's request, sends up ultimate U.S. defense missile, a simple iron pin on which Russ horseshoe will "ringer" harmlessly. 8.) All missiles home in on each other in huge inextricable jumble over Fond du Lac, Saskatchewan. (*above) 9.) There they parachute to earth, where local Eskimo inhabitants become so rich from selling scrap uranium back to both sides that they eventually are able to buy up huge tracts of adjacent land, nearby towns, counties, states, and finally whole countries and thus achieve WORLD DOMINATION!



FIRST I C B M MISSILE FIRED FROM SIBERIA IS STRATEGICALLY AIMED TO IMMOBILIZE THE U.S.'S POWER TO FIGHT

HOWEVER, ENEMY MISSILE ■ DETECTED BY RADAR AND BEFORE IT STRIKES, RETALIATION MISSILE ■ ON THE WAY

STRATEGISTS HAVE PLAN OF BATTLE

possible ICBM war will be fought to fission finish

HOWEVER, ENEMY IS READY WITH SECOND MISSILE WHICH IS LAUNCHED TO RETALIATE FOR OUR RETALIATION MISSILE

WE LAUNCH RETALIATORY MISSILE TO RETALIATE ON RETALIATORY MISSILE RETALIATING ON RETALIATORY MISSILE

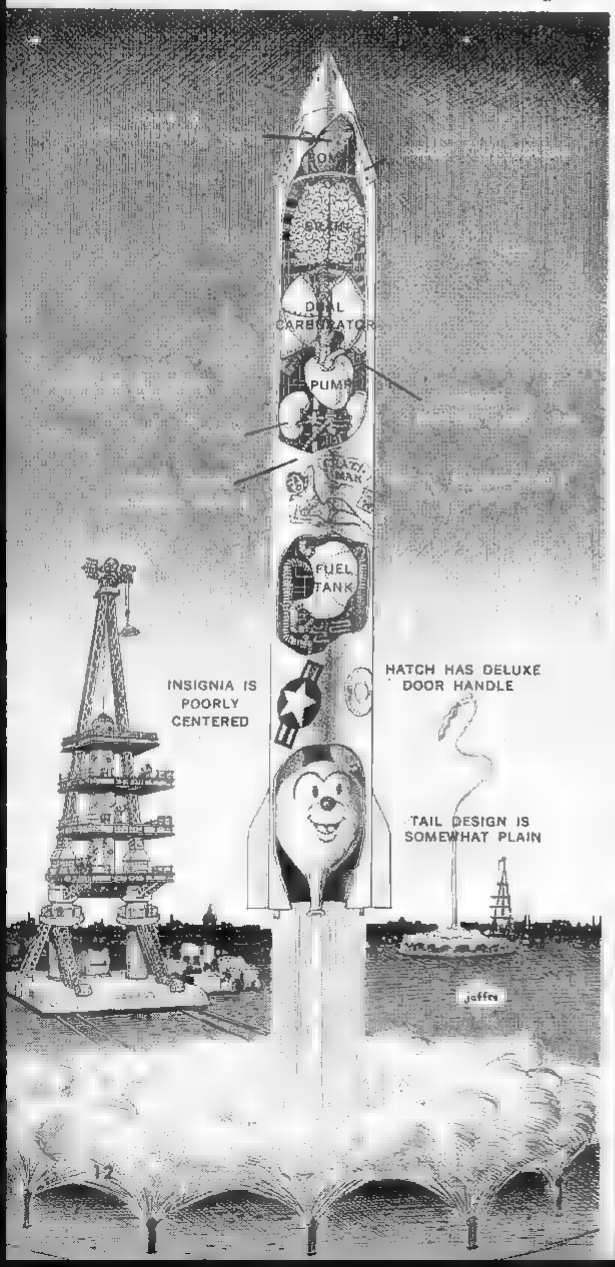
FINALLY, DESPITE LOSSES, ENEMY STILL HAS POWER TO RETALIATE, WIPE US OUT. BUT NOT BEFORE WE RETALIATE

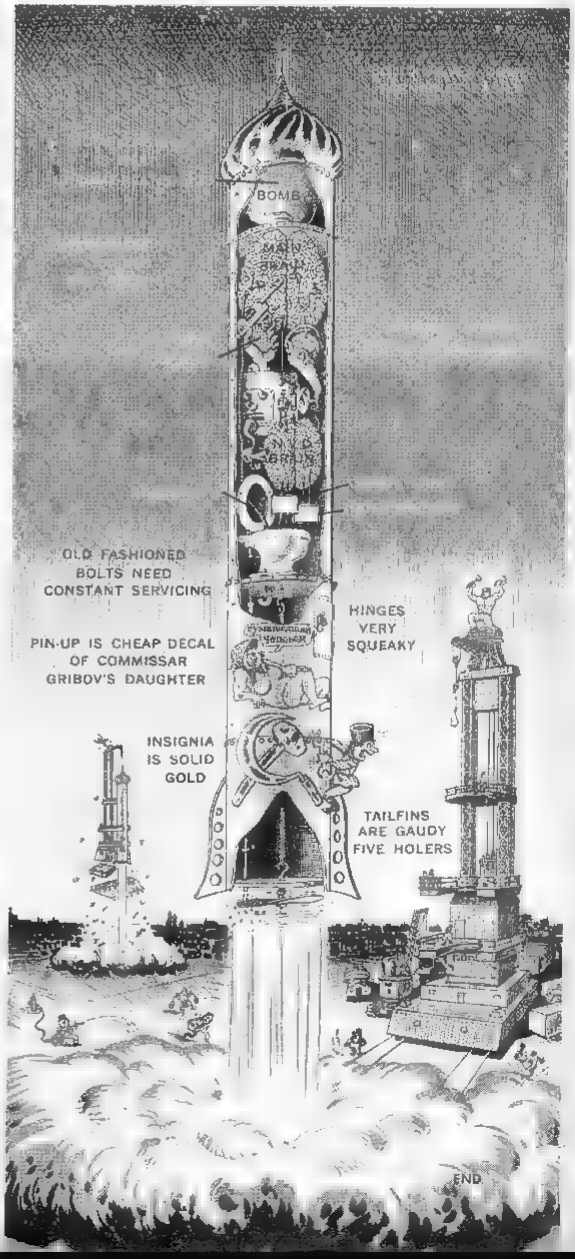
BRAIN MISSILE RACE IS ON

WEST AND EAST VIE FOR MOST INTELLIGENT BOMB

The Inter-Continental Brain Missiles (ICBM) have thinking mechanisms that are perfected to the point where they can do exactly what the human brain can. This creates a special problem. The brains just don't cotton to the idea of going somewhere to blow themselves up. However, the West feels confident that in time of crisis the freedom-loving brain of its missile will act with honor in the fight for democracy. The East, on the other hand, feels safe in using its usual means of persuasion.

Although missiles are fairly even in range, accuracy and destructive power, differences remain. Artist's conception below shows some of astonishing merits and faults in each.





REMEMBER WHEN YOU FIRST LEARNED TO READ? IF YOU HAD KNOWN IT WOULD LEAD TO READING MAD, WOULD YOU HAVE BOTHERED TO LEARN? WOULD YOU HAVE ABANDONED YOUR

children's primer

There's lots of talk going on about how the PRIMERS in the olden days were much better than the PRIMERS nowadays. Always they're saying things in the olden days were better and nowadays is a mess. We say this is an insult to nowadays with its science and industry and all them modern things. We say EVERYTHING'S a mess, *both* olden days and nowadays. Anyhow . . . we looked up a PRIMER from the olden days and the following is what we found. Because of space restrictions, the following is one of those troublesome articles you have to turn sideways to read. But if you've read this far, trouble of turning magazine is past, because you are sideways already.

PICTURES BY WILL ELDER

The Deep Well

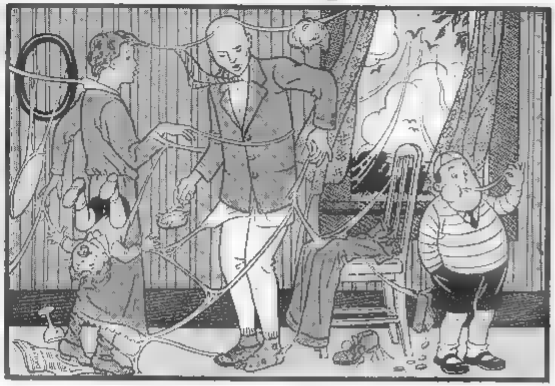
The Well is very Dark and Deep. There is Nice Cool Water in the Well. If you Lean way Over the Side, maybe you will Fall in the Well and down in the Dear Water. We will Give you some Candy if you will Try.

There is a Sweet Little Birdie in the Bottom of the Well. Your Mamma would be Surprised to find you in the Well, would she not?

—12—

CONTINUED ON NEXT PAGE

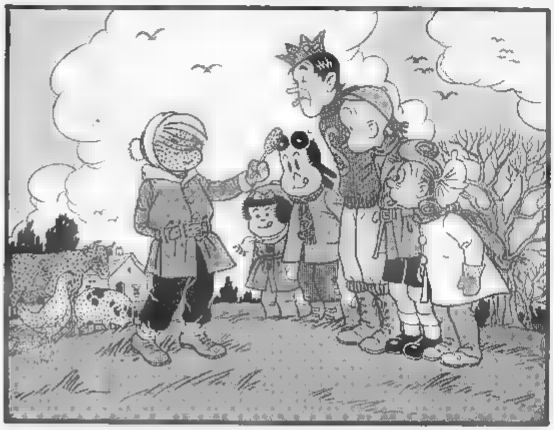
The Chewing Gum



Here we Have a Piece of Chewing Gum. It is Pink and Sweet. Chew it awhile and Stick it on the Under Side of the Mantel Piece. The Hired Girl will find it There and Chew it awhile Herself and then Put it Back.

In this Way one Piece of Gum will Answer for a Whole Family. When the Gum is no Good, Put it in the Rocking Chair for the Minister or your Sister's Beau to sit upon.

Generous Richard



This is good Little Richard. His Mama has Taught him to be Generous. See, he has the Measles, and he is going over to Give them to his Neighbors. Is he not a Nice Boy? When you get the Measles, you must give them to all the little Boys and Girls you can.

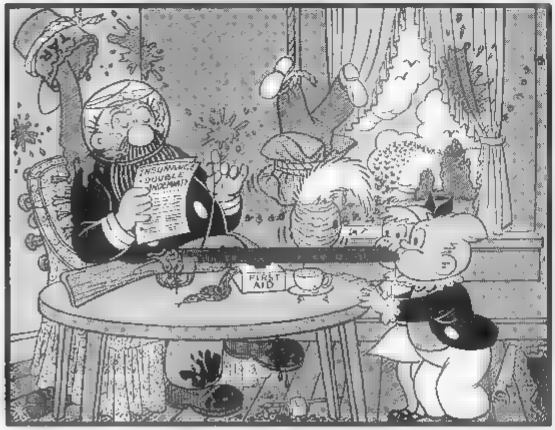
If you Do, maybe your Mamma will Give you Something. I guess she will Give you a Licking.

The Lap

The Mother has made a Lap. The Boy is in the Lap. He is Looking at the Carpet. What has the Mother in her Hand? She has a Shingle in her Hand?

What will she Do with the Shingle? She will put it Where it will Do the Most Good.

The Gun



This is a gun. Is the Gun loaded? Really, I do not know. Let us Find out. Put the Gun on the table and you, Susie, blow down one barrel, while you, Charlie, blow down the other. Bang!. Yes, it was loaded.

Run quick, Jennie, and pick up Susie and Charlie before the Nasty Blood gets over the New Carpet.

THE END

WAIT! WAIT! DON'T TURN THE MAGAZINE UPRIGHT YET! LEAVE IT . . . AND TURN THE PAGE, PLEASE!

WE TRUST YOU FOLLOWED OUR INSTRUCTIONS ON THE LAST PAGE AND LEFT THE MAGAZINE (OR YOURSELF) LAYING SIDEWAYS... SIDEWAYS FOR A LOOK INTO...

COMIC BOOKS

Yes, now MAD, the annoying magazine that you have to hold sideways all the time, shall dwell on comic books. Anybody remember ten—twelve years back how comic books were crammed with hero characters? Captain America . . . Flash . . . Green Lantern . . . Sub-Mariner . . . They were a real clean-cut bunch of crime fighters. They didn't waste time. They didn't piddle. No messing around with habeas corpus or trial by jury, and like that by George. Take this clean-cut hero with his black shirted gang that operated like the N.K.V.D. in the following story which we are reprinting from an old MAD mainly for those of you who might have missed it.

FIRST THERE IS 'SADDLESORE'... SIX FOOT LANKY TEXAN, 'SAURBRATTEN'...WALRUS-MUSTACHED DUTCHMAN, 'ROBESPIERRE'... SUAVE PARISIEN FROM LA BELLE FRANCE, 'BOSS HAWK', LEADER OF THE GANG, 'JOHNNY JOHNSON', FIGHTING SWEDE, AND 'CHOP CHOP CHOP'...CAMP FOLLOWER! ALL MEN OF PEP, VIM AND VIGOR, SNAP CRACKLE AND POP... ALL...

YES, DEAR READER, THESE ARE THE BLACK AND BLUE HAWKS...*FLYING, FIGHTING, DYING* FOR THE FUN OF IT! OH, I'M TELLING YOU... WHAT FUN! COME, THEN! *COME*... TO A TINY ISLAND FAR OUT IN THE OCEAN! LATITUDE ... *ADVENTURE*, LONGITUDE ...*DANGER!* FOR THIS IS THE HOME OF... THE *ROOST* OF... THE *COOP* OF... *THE BLACK AND BLUE HAWKS!*

OKAY, YOU BLACK AN' BLUE HAWKS! ...'TEN-SHUN!... RIGHT-DRESS!... PARADE REST! HERE'S THE DETAIL ROSTER FOR TODAY! SADDLESORE, SAURBRATTEN AND YOHNSON... K.P.! CHOP CHOP CHOP... LATRINE ORDERLY!

FIRST WE'LL HAVE SOME CLOSE ORDER DRILL! THEN WE'LL POLICE THE AREA! THIS ISLAND'S A MESS!
'TEN-SHUN! FORWARD MARCH!... RIGHT FLANK MARCH! TO THE REAR, MARCH...

OKAY! NOW EVERYBODY!.. WE GONNA PRACTICE OUR BATTLE CRY! EVERYONE AFTER ME! ONE... TWO... THREE...
HAWKAAAH!
I SAY! BY JOVE! WHAT DO MINE EYES PERCEIVE?

IT'S ROBESPIERRE COMING BACK FROM GUARD DUTY!
THE STUPID FOOL! I KEEP TELLING HIM NOT TO MAKE THESE RECKLESS LANDINGS!
ZEROOO
RUMF!

ROBESPIERRE'S PLANE! IT'S NOT MOVING!
IT'S... IT'S JUST LYING THERE!
DO YOU THINK SOMETHING IS WRONG?

ROBESPIERRE! ROBESPIERRE, OLD MAN!
WHAT'S THE MATTER, ROBES? DOES SOMETHING HURT?
O...ONLY WHEN I LAUGH, MES AMIS!

LISTEN CAREFULLY MON BRAVES! I HAVE JUST COME FROM PANAZONIA! THEY ARE SHIPPING GUNS AND AMMUNITION FOR A REVOLUTION! THEY ARE SHIPPING AMMUNITION TO... TO...
TO...
TO...
TO...
TO, TO...
TO
TO, TO TO...
TOOT!
TO WHO? WHO TO TO WHO TO?
HE...HE'S DAID!
COVER 'IM OVER AFORE HE STINKS, BOYS!

HOT DOG, BOYS! ADVENTURE! FLYING... FIGHTING... DYING! WE'VE GOT TO STOP THAT REVOLUTION! WE'VE GOT TO FIND OUT WHERE IT WILL BE... OFF TO PANAZONIA...
OOP! MISSED!

HAWKAW!
WOOSH
BLAST IT ALL! I SAY FELLOWS! WAIT UP! WAIT TILL I WIND MY RUBBER BAND!

OVER LAND OVER SEA... WE FIGHT FOR DOE-RE-MI... FOR WE'RE BLACK AND BLUE HAWKS...
SWEET ADALINE, MY ADALINE...
HEY! WHO'S SINGING THE WRONG SONG OVER THE INTERCOM?

WHOEVER DID THAT SINGING GETS EXTRA K.P.!
PANAZONIA AHEAD! FORWARD LAND!
OOP!
VROOOM

I DON'T LIKE THE LOOKS OF THE TERRAIN BELOW! THINK WE CAN LAND?
US BLACK AND BLUE HAWKS CAN LAND ANYWHERE! BESIDES I DON'T SEE NO TERRAIN!
YOU MEAN AN ELECTRIC TERRAIN OR A CHOO CHOO TERRAIN?

OKAY, YOU PANAZONIANS! US BLACK AND BLUE HAWKS ARE TAKING OVER!
SADDLESORE! GATHER SOME HOSTAGES AND SHOOT 'EM IF THERE'S TROUBLE!
SAURBRATTEN! YOHNSON! FOLLOW ME TO THAT WAREHOUSE! THAT MUST BE WHERE THE GUNS ARE!

EEK! ...WE'RE TOO LATE!
OY!...THE GUNS HAVE BEEN SHIPPED OUT ALREADY!
GANG!... WE'VE GOT TO FIND OUT WHERE THIS REVOLUTION'S GOING TO BE! WE'VE GOT TO FIND THE LEADER OF THIS REVOLUTION!

WE'VE GOT QUESTION THIS LEADER AS TO WHERE THE REVOLUTION WILL BE!
YOU WANT US TO QUESTION THE LEADER... THE ONE WHO PROBABLY KILLED ROBESPIERRE? WE... WE CAN'T! WE CAN'T FACE THAT LEADER BECAUSE WE'D PROBABLY DO SOMETHING TERRIBLE... SOMETHING HORRIBLE! DON'T SEND US TO QUESTION THAT LEADER!
YOU DON'T HAVE TO GO, BOYS! I'M RIGHT HERE!

SHE'S THE LEADER?

AS I WAS SAYING, I'LL QUESTION HER!
I VOLUNTEER TO ASK QUESTIONS!
I'M THE OFFICIAL QUESTIONER!
I'M THE BEST OF ALL!

I'M THE BOSS OF THE BLACK AND BLUE HAWKS!... I QUESTION! I FURTHER COMMAND YOU ALL TO SCRAM BACK TO BLACK AND BLUE HAWK ISLAND!
THAT'S AN ORDER!
...FIRST QUESTION! WHAT'S YOUR PHONE NUMBER DUMPLING?

OKAY, BABE! NOW TALK! WHEREZAT REVOLUTION GONNA BE?
HAH! SHE'S TRYING TO WIN ME OVER! I'LL STRING HER ALONG A SECOND!
COME CLOSER, HAWK HONEY! I CAN'T HEAR A WORD YOU'RE SAYING!

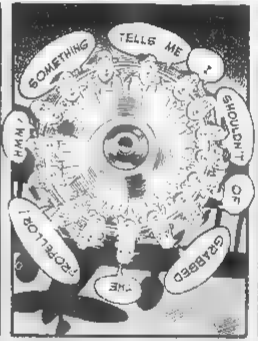
LISTEN, HAWK! YOU AND I COULD MAKE A GREAT TEAM! ALL THOSE OTHER BLACK AND BLUE HAWKS ARE BUMS... BUT YOU! YOUR UNIFORM... YOUR BOOTS... SOMEHOW, YOU'RE DIFFERENT!
I'LL JUST STRING HER ALONG FIVE MORE MINUTES!

C'MON HAWK! LEMME BE YOUR GIRL FRIEND! GIMME YOUR FRATERNITY PIN! I KNOW YOU DON'T LOVE ME NOW BUT I'M SURE THAT IN TIME I WILL MAKE AN IMPRESSION ON YOU... A VERY BIG IMPRESSION!
ONE MORE HOUR JUST, I'LL STRING HER ALONG!

OKAY, BABE! ENOUGH STALLING.... TALK! WHERE'S THAT REVOLUTION GONNA BE? CAHMON! YOUR GOOD LOOKS DON'T FOOL ME ONE BIT!
'BYE!
CHOP CHOP!

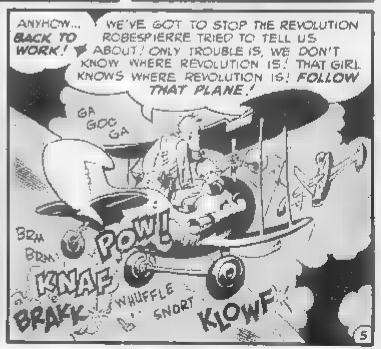
FIRST SHE HITS ME ON THE HEAD... THEN SHE STEALS MY AIRPLANE! I...I GUESS I'M A FAILURE! THERE'S ONLY ONE WAY OUT... THE RIVER?... THE GASPIPE? I KNOW...I'LL GO TO BED WITHOUT SUPPER!
HEY!... UP THERE IN THE SKY...
GNA GNA
KLOF!
SPUT
KERCHOW
SPUT SPLUT
BANG

IT'S GOOD OLD, GREAT OLD, GOOD OLD GREAT...GOOD... CHOP CHOP CHOP!... I'LL JUST GRAB ONTO THE PLANE AS SHE GOES BY, LIKE US BLACK AND BLUE HAWKS USUALLY DO!


TELLS ME
SOMETHING
SHOULDN'T
GRABBED
HMM
ME

OUCH!
OW!
BLAST IT, CHOP CHOP CHOP...
STOP TRYING TO GRAB ME BY THE HAIR!
SPUT
KORTCH
BURP!
BR-RUP

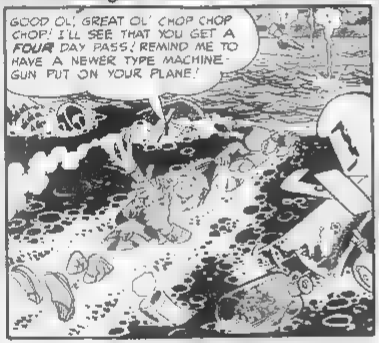
PHEW! FINALLY MADE IT BACK TO THE COCKPIT! GOOD WORK, CHOP CHOP CHOP! I'LL SEE THAT YOU GET A THREE DAY PASS FOR THIS!
BR-RUP!
TRRRRRRRRRRRRRRRRRRR


ANYHOW... BACK TO WORK!
WE'VE GOT TO STOP THE REVOLUTION ROBESPIERRE TRIED TO TELL US ABOUT! ONLY TROUBLE IS, WE DON'T KNOW WHERE REVOLUTION IS! THAT GIRL KNOWS WHERE REVOLUTION IS! FOLLOW THAT PLANE!
GA GOC GA
POW!
BRM BRM
KNAF
BRAK
WHUFFLE
SNORT
KLOWF

WE'VE GOT TO CATCH THAT WOMAN! OF COURSE BEING A BLACK AND BLUE HAWK... ONE MUST BE A PERFECT GENTLEMAN AT ALL TIMES, ESPECIALLY WITH A WOMAN!
BUT THIS TIME IS DIFFERENT! STAND BACK WHILE I BLAST 'ER!

I SAY CHOP CHOP CHOP! DIDN'T WE EVER GET AROUND TO GIVING YOU A BLACK AND BLUE HAWK AIRPLANE JET, M-1, YET?
OKAY! STAND BACK NOW! THIS GUN IS READY... AIM... FIRE!

BA DA BALOWM!


GOOD OL' GREAT OL' CHOP CHOP CHOP! I'LL SEE THAT YOU GET A FOUR DAY PASS! REMIND ME TO HAVE A NEWER TYPE MACHINE-GUN PUT ON YOUR PLANE!

WE'RE LOST OUT IN THE MIDDLE OF THE OCEAN! BUT WE'VE GOT TO FIND OUT WHERE THAT REVOLUTION WILL BE! CAREFUL, YOU DUMKOPF! YOU'RE GETTING MY BOOTS WET!
HAH! A LIFE PRESERVER AHEAD!

SNIFF! THIS LIFE PRESERVER IS ONLY BIG ENOUGH FOR ONE OF US! SNIFF, SNIFF!... A BLACK AND BLUE HAWK IS TRAINED TO BE UNSELFISH... SNIFF... TO GO WITHOUT... SNIFF... IN ORDER THAT OTHERS MAY HAVE... SNIFF SNIFF... THAT IT IS BETTER TO GIVE THAN RECEIVE... SNARF...

SO I'M GIVING YOU THE WORKS, CHOP OLD MAN! AFTER ALL... YOU'RE NOT REALLY ONE OF US!
BLAM!
BAM!
BANG!
POW!
POW!
HAWKAA
LIFE SAVER

GASP!... I'VE BEEN DRIFTING FOR DAYS!... GASP!.. NOW I'LL NEVER KNOW WHERE THAT REVOLUTION WILL BE! GASP!
I HAVE A FEELING I WON'T LAST ANOTHER DAY!... GASP! IT'S TOO BEAUTIFUL A DAY TO D...D...DIE!... GASP! WHAT A VIEW!... GASP! A BEAUTIFUL SPARKLING SEA, LOVELY BLUE SKY FLECKED WITH FLEECY WHITE CLOUDS, AND A TINY TROPICAL ISLAND RAISING ITS HEAD ON THE HORIZON!
AN ISLAND?

I MADE IT! I MADE IT TO THIS ISLAND! YAY!
UGH!... BUT I'M WEAK! I-I'M GETTING WEAKER! MY STRENGTH IS GOING FAST!... WHAT I NEED TO BRING MY STRENGTH BACK IS FOOD... WATER...

...WATER... FOOD... FOOD... WATER! GOTTA GET STRENGTH BACK... JUST NEED SOME WATER... FOOD... WATER
HUH!

HAWKAA

SIMMER DOWN, BOY! IT'S ONLY ME AGAIN!
DON'T GET EXCITED JUST BECAUSE YOU SEE THIS GUN!

WAIT! BEFORE YOU KILL ME... WOULD YOU MIND TELLING ME ONE THING! WHERE, OH WHERE ARE YOU GOING TO HAVE THAT REVOLUTION ROBESPIERRE TRIED TO TELL US ABOUT? WHERE! WHERE WHERE? WHERE?

WHY, NOT AT ALL HAWK HONEY! IT WAS RIGHT HERE! AND THE REVOLUTION WAS A COMPLETE SUCCESS!
...OH YES! IN CASE YOU DIDN'T RECOGNIZE IT... THIS PLACE GOES BY NAME OF BLACK AND BLUE HAWK ISLAND!
BYE!
POCKETA
THE END
O K Gang! turn book to normal!

YOUNG MEN'S SPRING

MAD'S ADVICE FOR GOING IVY LEAGUE

Exciting things are going on in young-man fashions such as exciting things are going on in sports cars. Mainly if exciting things in sports cars are like girl below. Matching caps and jackets will be popular this year decorated with an occasional crest or emblem on the breast pocket. Note below, how corduroy jacket, pulled back, reveals a checked weskit and Paisley lining to match the necktie. A continuing matching trend is evident... matching socks, ties, jackets, caps, heads and so forth . . . Below, sipping ever popular cokes, young men exhibit the new, slim natural look. Note reclining figure with blazer thrown back to reveal college letter on woolen sweater . . .

Who dresses this way? Big city models? it! Let's show how people really dress!

FASHIONS FOR 1956

WHICH ADVICE IS, MAINLY -- BE RICH

Raised khaki pants reveal the tasseled loafer. Very fashionable are Bermuda shorts. Note below, how . . .

Hold it! Hold it! What's going on here?

Big shots? Who? What? Where? Let's face hah? Let's try it again! hah? — editor.

FASHION DEPT.

YOUNG MEN'S SPRING

MAD'S PREVIEW OF FASHIONS THE CLO

Exciting things are going on in young-man fashions. The fashion of having gangs . . . The fashion of having street fights. In the stylish motorcycle set, matching black caps and jackets will be popular. And black gloves, and pants, and boots and motorcycles. Black everything as a matter of fact. Jackets will be decorated with various crests, emblems, skulls and cross bones, combat ribbons, swastikas, and plenty zippers. Note below, how simulated combat jacket, pulled back reveals matching black air-pistol and Spanish Puñal dagger. Below, sipping ever popular beer, young men exhibit the un-natural look with the fashionable lapelless jacket with the coat-

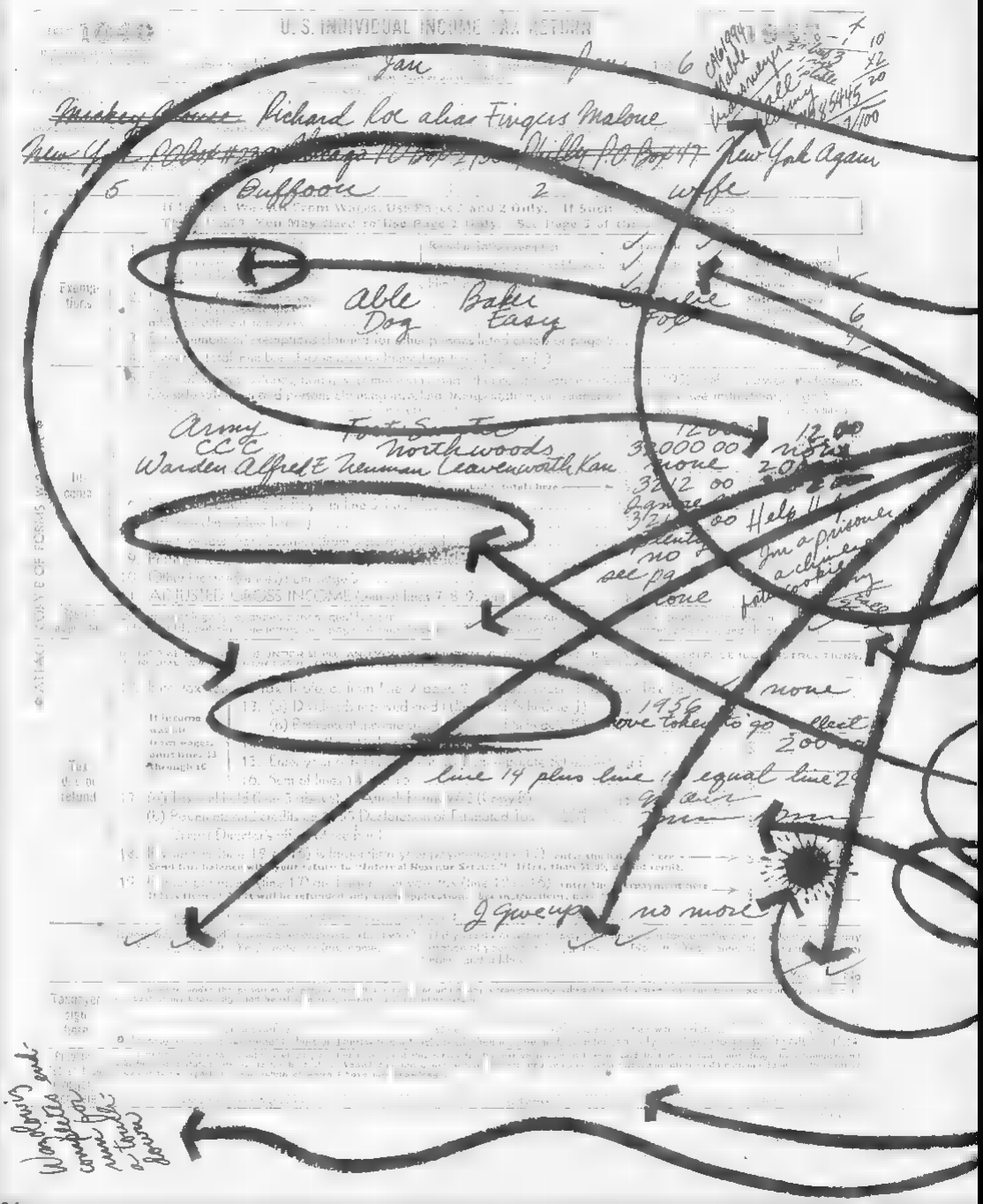
PICTURES BY JACK DAVIS

FASHIONS FOR 1956

DS ARE SPORTING OUTSIDE IVY LEAGUE

hanger shoulders. Pegged pants-cuffs are sewn around the ankles. Note reclining figure with leopard-print shirt thrown back ■ reveal another interesting print . . . this one tattooed on chest, with same print design repeated on hand clutching jagged broken bottle which is why figure is reclining. Various shoe-styles are revealed as reclining figure is kicked. Notice the new slim pointed look and the ever popular G.I. footwear. Much ■ Bermuda *shorts* are prevalent ■ the Ivy League, so are Brando *undershirts* fashionable here. Two-tone satin wind breakers still remain the rage, inspiring the women to similar fashions, as illustrated here, and similar mayhem.

'At's more like it! Keep up the good work and you'll all get skull and cross bone 'calcomanies for your motorcycle jackets at the next office party — editor


U. S. INDIVIDUAL INCOME TAX RETURN
Richard Roe alias Fingers Malone
New York Again
Able Baker
Dog Easy
Army
CCC
Northwoods
Warden Alfred E Newman Leavenworth Kan
Help
I'm a prisoner
no more

EASY TIPS 8 TO SAVE YOU TIME AND MONEY

1. Fill in all lines. If confused—e.g., '(a) dividends received credit (line 5 of Schedule J)', subtract year (1956) from last previous entry and write in difference.

2. Use ink (preferably purple or green) and smudge figures while wet. This will save trouble later.

3. Where form says 'Check blocks which apply,' do not take any chances. Check all blocks.

4. Study form carefully for blank boxes (at top under '1955', and opposite lines 6-11). These are for personal messages, fund appeals etc. Write fully, let yourself go.

5. Do not use profanity.

6. This year's form has been simplified by many 'easy-to-follow' directions, such as "Less: Excludable 'Sick Pay' in line 5 (see instructions page 5. Attach explanation)" These directions are put in to trick you. Ignore them.

7. "True-False" type answers are no longer accepted. If unwilling to make damaging statement, use Accidental Ink-Blot instead.

8. As last resort, make out check payable to Director of Internal Revenue. Forget to sign your name.

YOUR INCOME TAX

A SIMPLIFIED GUIDE SHOWING HOW YOU COULD HAVE SAVED TAX MONEY AND OBTAINED TAX REFUNDS AND CHISELED THE GOVERNMENT

by Bernard Shir-Cliff

Bernard Shir-Cliff

A few months ago the United States Treasury mailed out millions of questionnaires titled *Your 1955 Federal Income Tax Forms*. Perhaps you have already received your copy of this stimulating little pamphlet and are wondering what to do with it.

If so, this article is for you!

On the following pages in simple question and answer form, are directions to help you fill out your return in an easy and original way that avoids the pitfalls of difficult terminology and may enable you to win one of the BIG PRIZES—including up to five years free vacation at government expense!

CONTINUED ON NEXT PAGE

Should I file a return?

Sometimes I am asked this question in slightly different form, such as "Why should I file a return?" or "How much is plane fare to Argentina?" These people, often very rich, are not entering into the spirit of the game. They are plain poor sports. *Certainly* you should file a return! File several returns! One man I helped last year, a Mr. D. J. of Kansas City, filed 37 returns and was one of the big prize winners in last year's contest.

Who can file?

Unfortunately, not everyone can enter. (D. J., for example, will be ineligible until 1960.) The Federal Government has laid down very strict rules for contestants. Briefly, in order to qualify, you must be:

a) Either a citizen or a resident of the United States. No exceptions will be made to this rule. (Harsh as it may seem, this regulation is necessary to protect you against millions of entries from cheap foreign taxpayers.)

b) Either an adult or a minor—i.e., a non-adult. (This looks air-tight, but isn't. Last year tax people had a lot of trouble with a Mr. J. Fred Gluggs—or Suggs—who filed as an adult chimpanzee.)

c) An adult or minor citizen or resident who had either $600 or more gross income ($1200 if 65 years of age or older) in 1955 or, if tax was withheld, whose income was less than $600 if less than 65 years of age or less than $1200 otherwise, unless a married person with less income than his (her) own personal exemptions with the exception of those who are self-employed, whichever is lower. (After reading this rule, many taxpayers have been known to burst into tears. There is no cause for alarm, however. The meaning of the rule is perfectly clear if we just take an example. Suppose you are a minor less than 65 years of age. . . . No, that's not right. Suppose you are 65 years of age earning less than a minor. . . . What the rule *means* is that if you are a minor citizen less than $1200 of age, excepting exemptions of $600 for self-employed, with an income less than his (her), (your?) own personal exceptions if tax was withheld in 1955? Naturally, you would! A point like that only seems difficult until we approach it with common sense.)

So much for the qualifications. Any questions. . . . *Good!* All those who are eligible to pay taxes should file a return on the official entry blank. These blanks can be obtained *absolutely free* from any bank or post-office—or from your friendly neighborhood Internal Revenue Officer. Just ask for Form 1040.*

How do I fill in form 1040?

Many taxpayers look upon the task of filling in their Form 1040 as a chore requiring hours of difficult mathematical calculations. Nothing could be farther from the truth! Certainly there are questions here about "income" and "profit," but these are only part of the story—and perhaps not the most important part at that. Rather, we should look upon Form 1040 as a kind of capsule biography in which we set down all the good things that have happened to us in the past year—yes, and even some of the bad things too. It's the little personal touches that make us interesting to the judges down in Washington. Originality counts.

For example, the very first blank is labelled "Name." Most so-called tax "authorities" suggest "John Doe," or "Richard Roe"—safe but stale. This year, why not try for something more startling—"John ('Nature Boy') Doe," or "Richard Roe, (alias 'Fingers' Malone)"? Names like these are sure-fire attention getters and practically guarantee that your entry will receive special consideration.*

Two lines down, the space for "Occupation" gives you a chance to sock home another hook with real "reader interest." Don't risk yawns with "shoe clerk," or "bookkeeper" when more exciting occupations are ready at hand. Recommended are: "Fence," "Buffoon," "Wealthy Socialite," and "Russian Spy."

The rest of page one consists of questions on Exemptions, Income and the Magic Formula for finding the amount of Tax Due (ugh!) or Refund (Goody!). Following our familiar question and answer method, let us plunge in without hesitation.

Wha — — ?

What are exemptions? A very good question, indeed! Your government has made a very careful study of what it actually costs you each year for food, clothing, rent, medical and doctor's fees, and other luxuries. Allowing for emergencies, they figure $600 ought to cover it (Hah!) and let you knock that much off your income. Under certain circumstances, you may also claim exemptions for Wives, Children, Grandparents, Grandchildren, In-Laws and Very Close Friends (hoo hoo hoooooo!). In legal terms, these people are defined as "Free Loaders," and are worth $600 a head. A handy method for determining total number of exemptions is as follows:

1 lb. dried maccaroni
1 qt. boiling water
1 dozen meatballs
(cooked separately)
2 cups tomato ketchup

Add grated cheese to taste and serve one helping all around. Then subtract leftover meatballs from Base Figure (12 meatballs) and multiply remainder by $600. Enter this sum on line 4, page 2.

Must I report income?

Yes and no—the law is very definite on this. Income includes wages, salaries, bonuses, profits, commissions, tips, gambling pay-offs, kickbacks and graft. Make a careful accounting of all such sums received. Then make a separate total of income paid to you *in the form of traceable checks or money orders*. This smaller figure

*NOTE: Taxpayers are warned to be on the lookout for counterfeit Forms. Last year, a certain Mr. D. J. distributed several thousand bogus forms instructing taxpayers to make their checks payable to him, care of an address in Kansas City. This is sharp practice, and possibly illegal.

*Do not use names of important people like Richard Nixon or Mickey Mouse. Celebrities like these are probably already paying big taxes, and your ruse will be quickly spotted.

is known as "adjusted Gross Income" and is entered on line 11, page 1. *(Burn all papers used in figuring.)*

Are you sure this is legal?

Now that you have added up your Exemptions and decided how much Income to report, you are ready to figure the amount of your Tax. In order to do this properly, all figures must be checked and double-checked for *absolute accuracy*. While an honest mistake may sometimes be made, experience has shown that best results are obtained from a careful use of Itemized Deductions. Let us look at an actual example.

Marvin K. is a candy store operator with an income of $100 per week – yet he owns a comfortable $50,000 house and spends every winter in Florida. How does he do it? Itemized Deductions! As a small businessman, Marvin K. is allowed deductions for "Cost of fidelity bonds," "Expenses incurred in working on unsaleable inventions," "Loss of property from storms and shipwrecks" and other normal business expenses. By watching his pennies carefully and taking all legitimate deductions, Marvin never has to pay any taxes!

His $50,000 house and Florida vacations are paid for by a Tax-free sideline in bookmaking.

Whether you are a big-shot tycoon or a nudnick like Marvin K., you can save big money by listing all deductible items and "cooking the books" with the approved accounting procedures shown in Figure B, below.

How should I figure my tax?

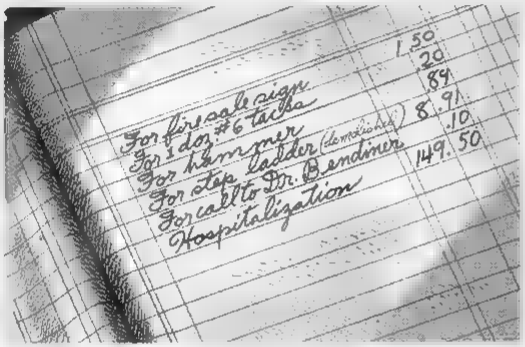
Scattered through your instruction booklet for Form 1040 you will find columns of figures with catchy titles like "Tax Table for Persons with Income Under $5,000 Not Computing on Page 2," and "Single Taxpayers Who Do Not Qualify For Rates in Tables II and III, and (B) Married Persons Filing Separate Returns."

Do not use these tables!

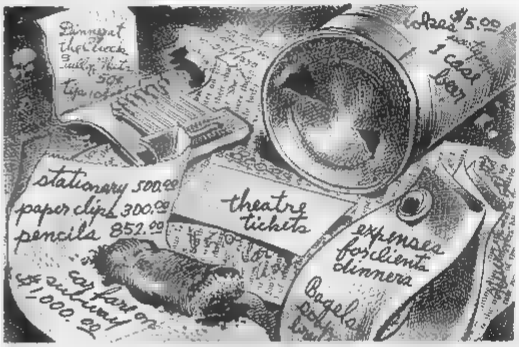
They were drawn up by the government to fit certain imaginary cases and do not fit the tax problems of any actual person. You may think you have found the "easy" way – but the government will know that you're cheating.

Nevertheless, certain "aids" do exist to lighten the burden. In my long years of tax counselling I have worked out a special chart of what I call "Magic Figures" which I find invaluable in solving difficult tax problems. Naturally, in a brief magazine article like this there isn't space to explore this complex subject fully. Instead I can only give you a short list of those figures which I find most useful in my own thinking.*

FIGURE B: HOW TO KEEP ACCURATE ITEMIZED RECORDS ■ SUBSTANTIATION OF DEDUCTIBLE EXPENDITURES



Wrong Way



Right way

Note suspicious "neatness" of ledger book entries, phoney item for "Hospitalization." Contrast with sloppy papers, empty beer cans and cigar butts used in compiling legitimate records.

TABLE VII

FILLING OUT YOUR FORM: A LIST OF MAGIC FIGURES

	MARILYN M.	JANE R.	MRS. KAHNWASSER
Height	5' 7"	5' 9"	4' 2"
Weight	124	136	470
Bust	34	36	(available on request)
Waist	28	29	156
Hips	33	35	(restricted)

Study these figures carefully. You will find that they are a priceless aid in computing your graduated tax on personal income and breaking the ice at formal parties, smokers, etc. For any further questions, see Schedule "S" or your local travel agent.

*If you would like to know more, write in for my latest booklet, *Showgirls on Parade: A Tax Manual*, $1.50, with pictures.

SCHEDULE S

SAILING MONDAY, APRIL 16

AFRICAN CRESCENT (Farrell). Capetown May 1, Lourenco Marques May 7, Mombasa May 11 and Dar-es-Salaan May 13; sails from 38rd St., Brooklyn.
AMERICAN TRADER (U. S. Lines) Antwerp May 26 and Rotterdam May 29; sails from W. 34th St.
CONTE BIANCAMANO (Italian) Lisbon April 23, Casablanca April 25, Gibraltar April 27, Barcelona, April 29, Cannes May 3, Genoa May 5, Salami May 10.; Sails noon from W. 44th St.

Tuesday, Apr. 17

EXPEDITOR (American Export) Casablanca April 24, Casbah April 25, Xanandu April 27, Kubla April 29, Khan May 30, Coleridge June 12.; sails from pier F, Jersey City.
ITALIA (Home) Halifax April 18, Plymouth April 27, Dodge April 29, DeSoto May 4, Chrysler May 10.; sails 11:59 P.M. from W. 57th St.
QUEEN OF BERMUDA (Furness) Bermuda April 19, Nassau April 21, Suffolk April 26, Rest of Long Island May 12; sails 4 P.M. from W. 55 St.
SAN JOSE (United Fruit) Pleasa April 19, Dont April 21, Squeeza Da April 27, Banana May 3; sails from Morris St.

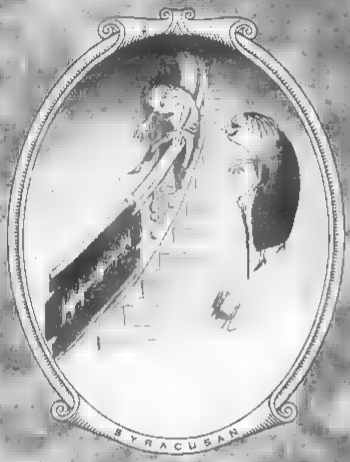
Wednesday, Apr. 18

Graf Spee (Kriegsmarine) ..... Versunkt
Grunch (Eggplant) ..... Over There
Reina Mercedes (U.S.N.A.) ..... West Point
Prairie State (U.S.N.R.) ..... Kings Point
Monitor (Merrimac) ..... Hampton Roads
Victory (Nelson) ..... Trafalgar
Santa Maria (Colombo) ..... America
Bounty (Bligh) ..... Trouble

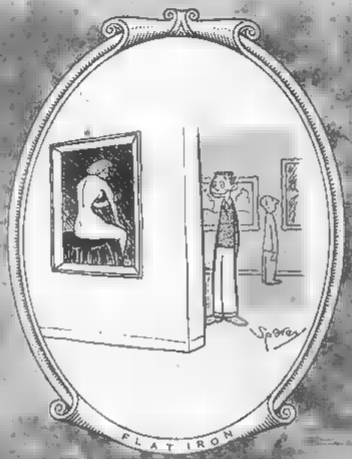
This feature is contributed by scholars from the country over in the

COLLEGIATE

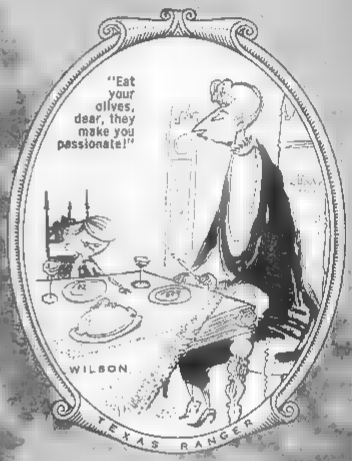
It is interesting to examine the humorous illustrations originated from the intellectual atmosphere and the studious mentality present at the universities. We have gathered from college publications this selection of humor presentations created by that astute generation who shall presently inherit our land—for you interested in seeing the products of their evil little minds.



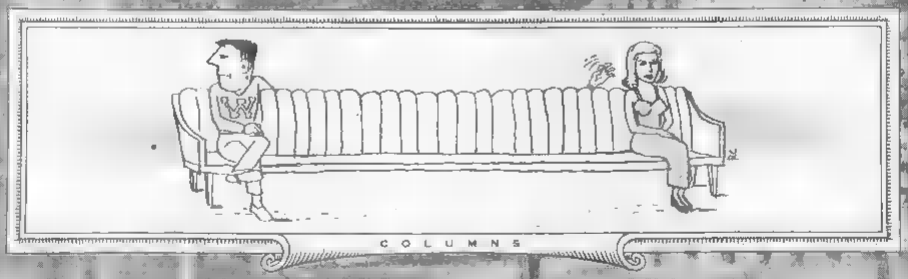
SYRACUSAN



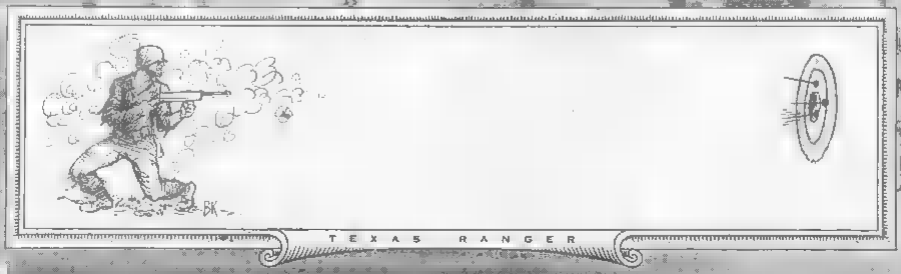
FLATIRON



TEXAS RANGER



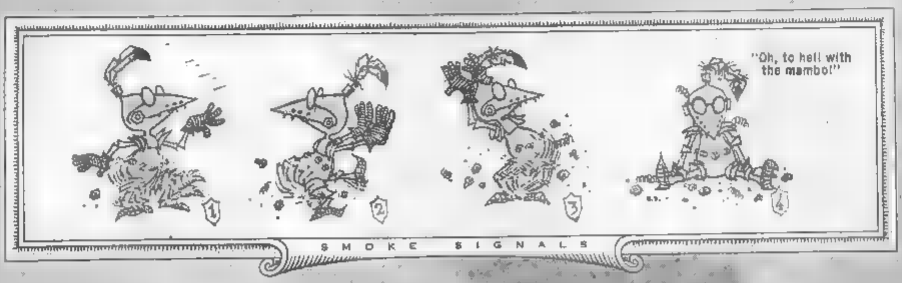
COLUMNS

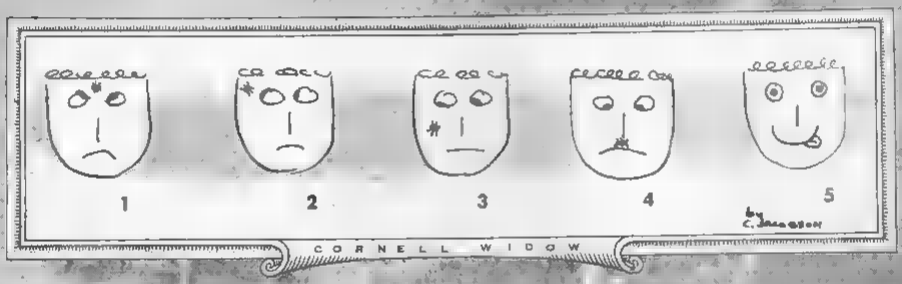


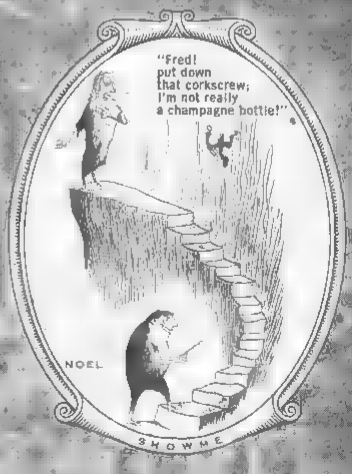
TEXAS RANGER

following collection of...

WHIMSEY







Last year, because of a great upsurge of interest in the Civil War, seventy-six biographies of Union and Confederate generals swamped the bookstores. This year, the number is down to eleven, a mere ooze. Does this mean the public is losing interest?

Not at all. The simple fact of the situation is . . .

We're running out of generals!

That is why, in around-the-clock shifts, one of MAD's maddest research associates* has been delving, digging, sifting and flushing through old military archives and court house records. That is why, after months of humiliating effort he was able to announce the discovery of

A brand new, previously unknown Civil War general!

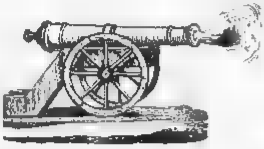
whose life story will provide material for novels, plays, biographies, scenarios, gum-tickets and plain heated arguments for as long as this Civil War boom can reasonably be expected to last. *THEREFORE;*

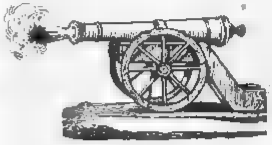
On the following pages the editors of MAD proudly present, as a public service, selected pictorial highlights of the life of GENERAL HOMER T. (OLD HOMINY) SHOTBAG

Sketch by Seitz

***About the Author . . .**

Dr. Ed Fisher, D. Litt., D. Hist., D- Spell., is well known among Civil War Scholars for his belief that Lincoln's Gettysburg Address was simply 305 Main Street, Gettysburg 7, Pa. As a result of his discovery of the Shotbag memorabilia he is now currently at work on a series of books entitled "General Shotbag, The Early Years," "General Shotbag, A Reappraisal," "Shotbag at Picayunesburg," "Gen. Shotbag at West Point," "Son of Shotbag," "The Return of Shotbag" and "Gen. Shotbag Meets the Wolf Man." You'll see them on Omnibus





The Life of General Homer T. 'Old Hominy'

SHOTBAG

The Hero of Picayunesburg, as reconstructed

IN PICTURES

BY DR. ED FISHER, D. LITT., D. HIST., D – SPELL. IN COOPERATION WITH THE

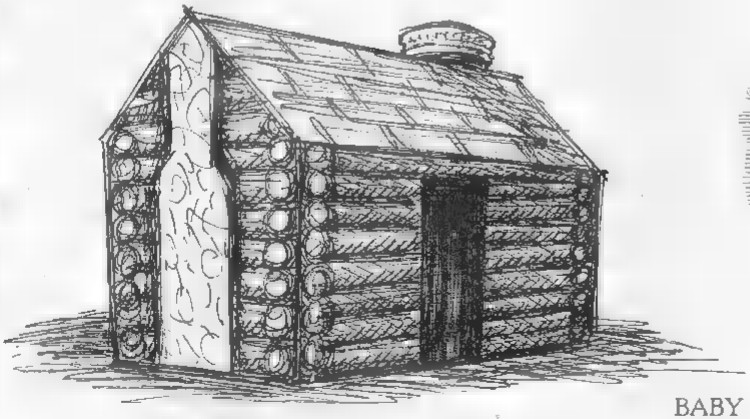
Society for the Preservation and Magnification of Historical Minutiae of the

WAR BETWEEN THE STATES

EARLY YEARS

HIS PARENTS

Simeon D. and Flora Brocklebone Shotbag, the General's father and mother respectively, from miniatures in the Bur. of Int. Rev. collection. Some historians dispute authenticity of father's portrait, claim that it is actually Walter Pidgeon practicing to play Stalin.



LOG CABIN of the type in which Homer Shotbag was born, Feb. 29, 1806. (taken from Maple Syrup cart.)

BABY BEADS worn by each of the Shotbag children in turn (taken from the oesophagus of his brother Zachary.)

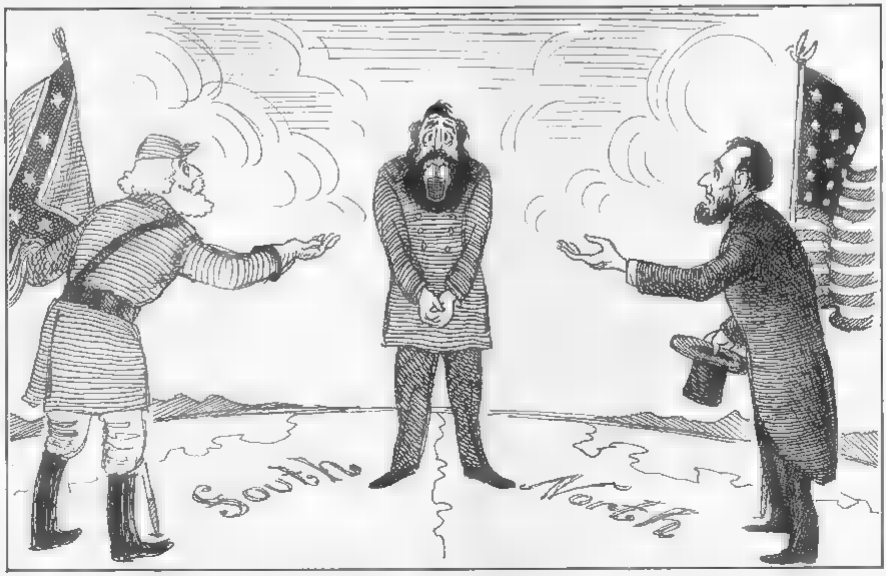
SHOTBAG AT WEST POINT (1827), from a snuff-box cover at the Smithsonian Institute. This is earliest known portrait—note famous pipe, which academy officials permitted him to use because it was keepsake from mother. Sentimental Shotbag never took it from his mouth except on wedding night, replaced it morning after.

Sketch by Seitz

WIFE, Marie d'Ewlappe, came from a wealthy New York family, never complained about pipe. For inquiring busybodies, she said, "I am firmly resolved to stand behind my husband."

DISTANT DRUMS

As the war clouds gathered many capable officers found their loyalty divided between North and South. Shotbag was no exception, as this contemporary cartoon shows.



SHOTBAG'S DILEMMA

WAR CRY

Fragment of Manuscript of Presidential Order that summoned Shotbag to Colors.

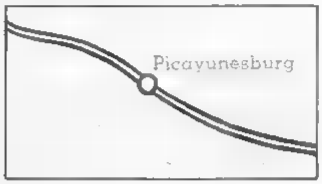
Shotbag, Grant and Lincoln in camp. Photograph by Matthew Brady.

Shotbag and Lincoln. Another Matthew Brady photograph, taken same day, half an hour after previous photograph.

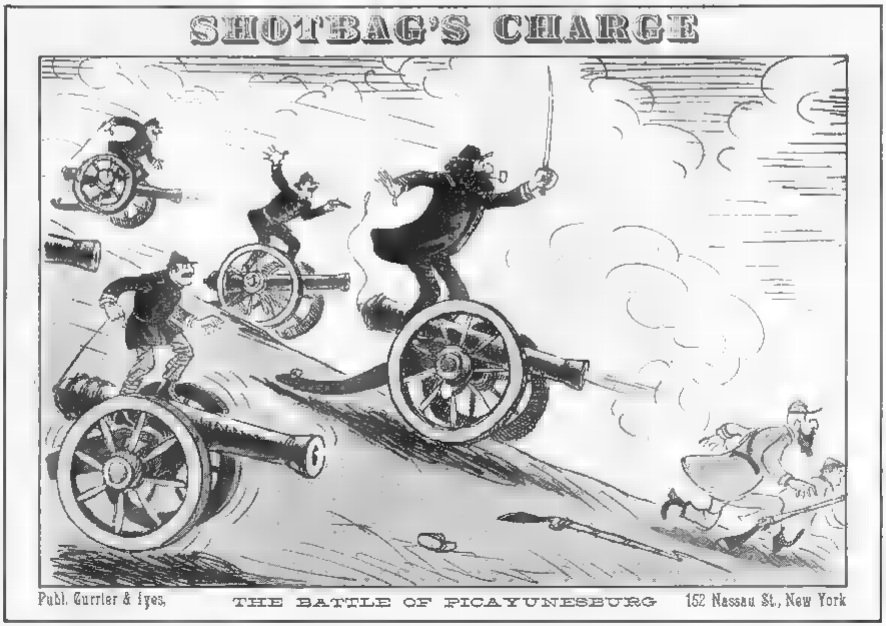
BRINK OF BATTLE

EVE of Picayunesburg. Painting in National Gallery.

(Map courtesy Gulp Oil Co. Moto-Tours.)

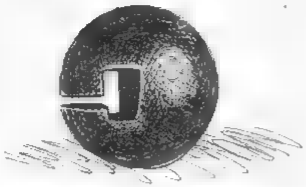


MILITARY MAP of Picayunesburg and vicinity . . .

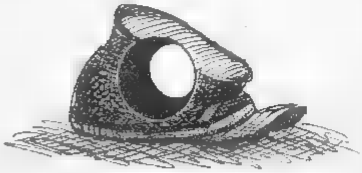


Historians call it most ingenious use of terrain since Caeser's battle of Pharsalius in 48 B.C.

.....AND AFTER



Cannon Ball that closely missed the General. Found on the battlefield. (Alex. Calder Collection.)



Soldier's Cap discovered on the battlefield and presently a part of the Fosdick Collection . . .

Old Hominy

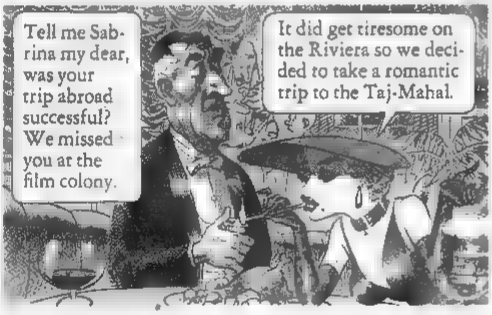
Bust by H. Saint Gaudens, Columbia Univ. Hall of Fame

SO . . . ONE RIDICULOUS ARTICLE FOLLOWS THE NEXT AND THE FOLLOWING ARTICLE CONCERNS

TALK

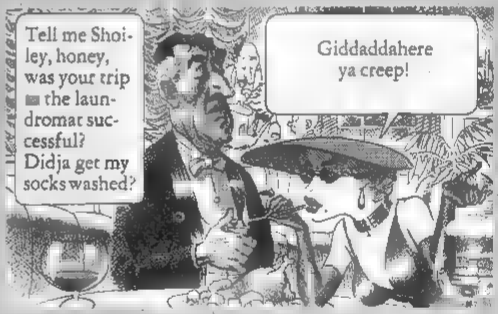
You know how sometimes you look at people from a distance and as you watch, you imagine in your mind what they're saying? Like forinstance . . . there's the fancy dame with the high-class gent conversing in low tones in the cocktail lounge. Down below we show . . .

What it *looks* like they're saying



Next, we go back and start all over again. Once more we are sitting with beady eyes watching the fancy dame with the high-class gent conversing in low tones in the cocktail lounge. Only this time we have x-ray ears and we can hear every word. So down below is . . .

What they *really* are saying . . .

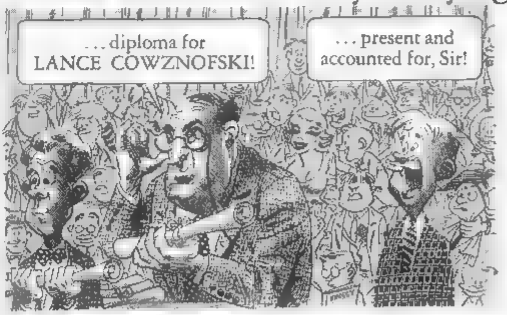


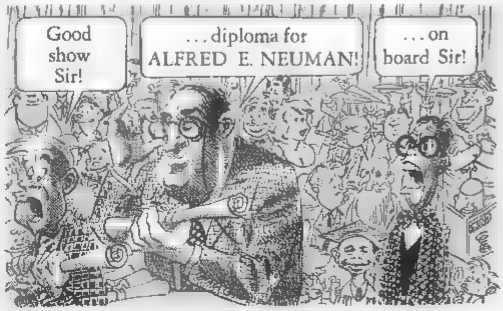
Do you get the idea? Is it beginning to jell? If not, read the page over carefully a couple more times. Memorize and take notes. Then turn the page for more . . .

PICTURES BY WALLACE WOOD

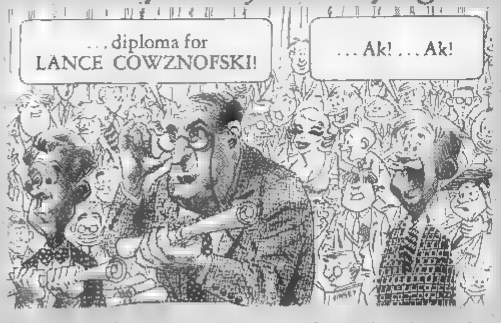
How's about the graduation ceremony where the principal is seen to converse briefly with each nervous student as he (the principal) hands over the diploma . . .

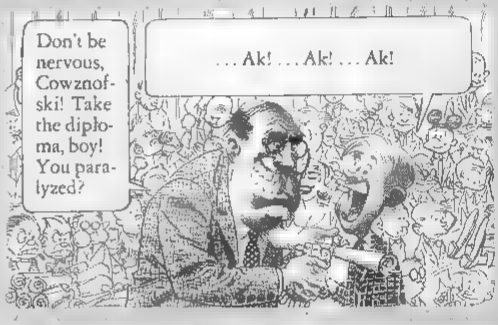
What it *looks* like they're saying

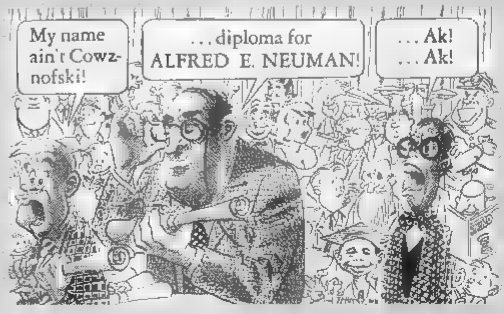




What they *really* are saying . . .

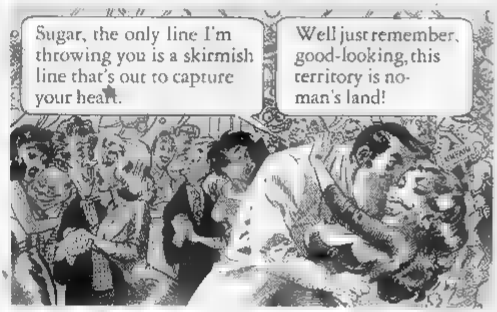


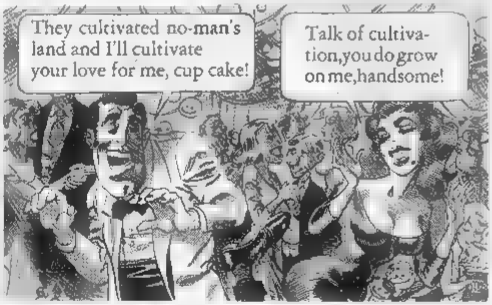


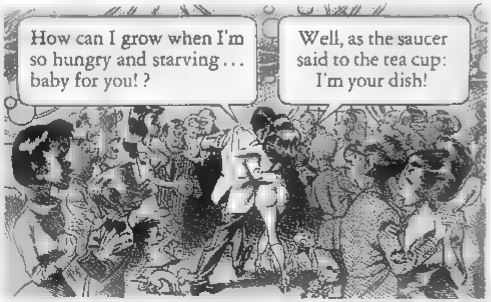


There's the dance where miserable, inferior you are watching with your gimlet eyes the fast guy with the slick chick trading what seems to be snappy repartee.

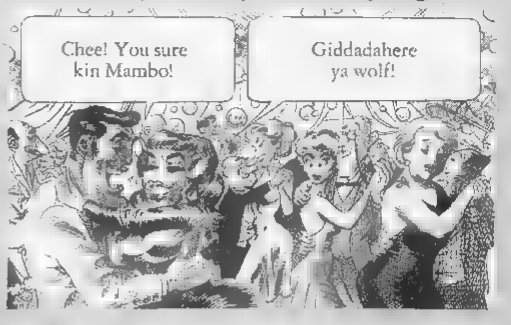
What it *looks* like they're saying

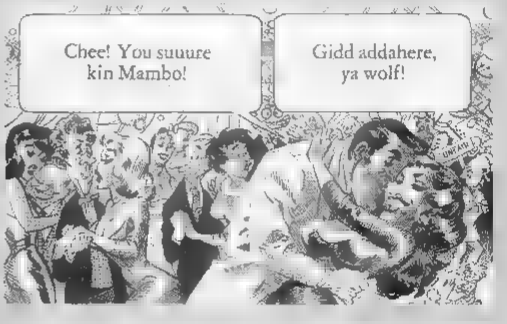


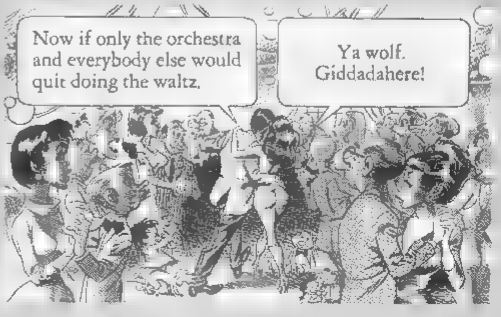




What they *really* are saying . . .

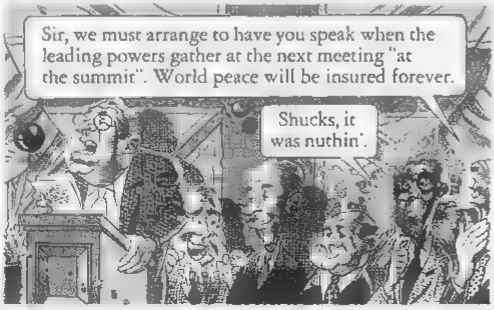




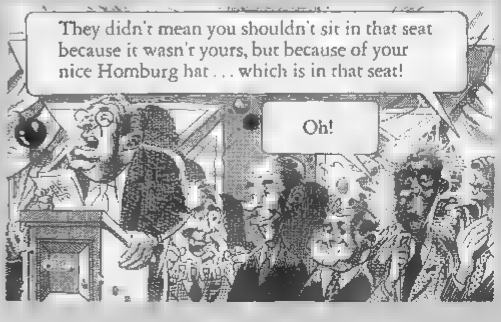


Then . . . there's that brief moment when the speaker finishes and turns to sit down amidst a seeming flurry of congratulations from his neighbors on the rostrum...

What it *looks* like they're saying

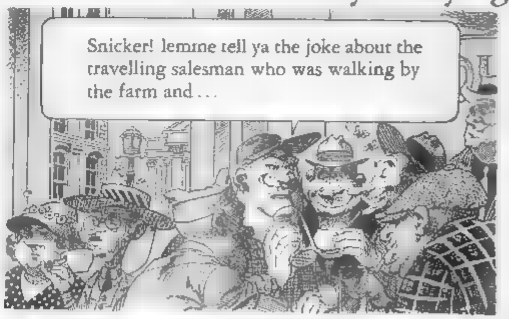


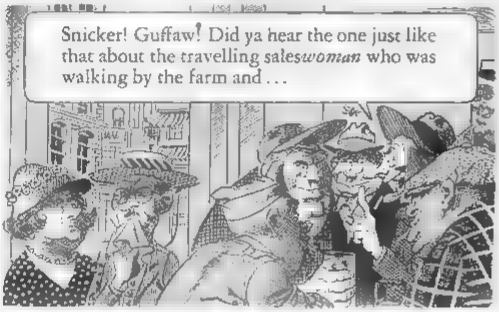
What they *really* are saying . . .

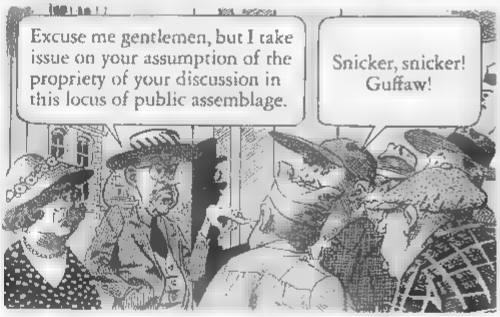


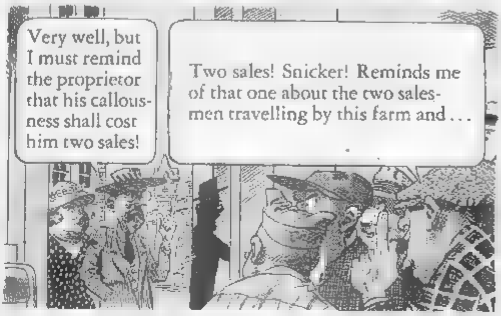
Finally, there's the low-brow bunch of bums sitting at the end counter in the diner, snickering amongst themselves, and you know what *the'yre* talking about...

What it *looks* like they're saying

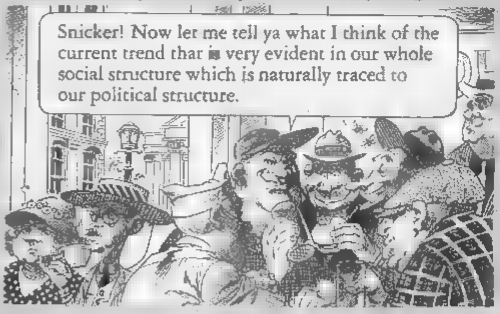


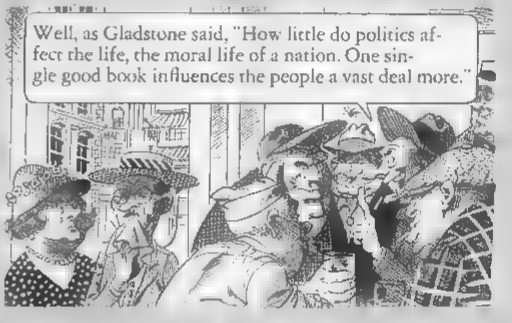


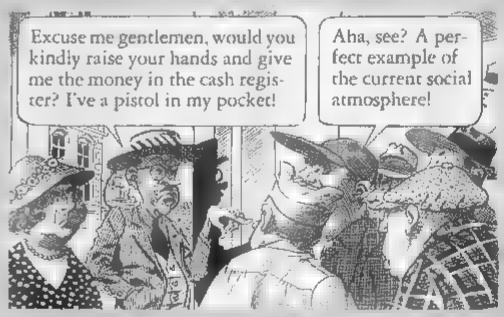


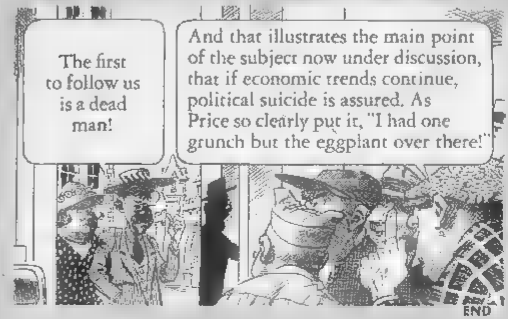


What they *really* are saying...









END

Now listen to yourself laugh as you might have laughed forty years ago when these pictures first appeared—For these are....

RARE OLD CARTOONS

Even if you don't laugh, you'll enjoy the fine drawing ability of Mr. Henry Mayo Bateman, native Australian, who went to England early in life and stayed to draw some of the funniest things to come out of that depressing period during the first World War. Take for instance, the page on the right

Watch what happens in each picture, to . . The man

and the tube

and the broken statue

and the broken statue's head

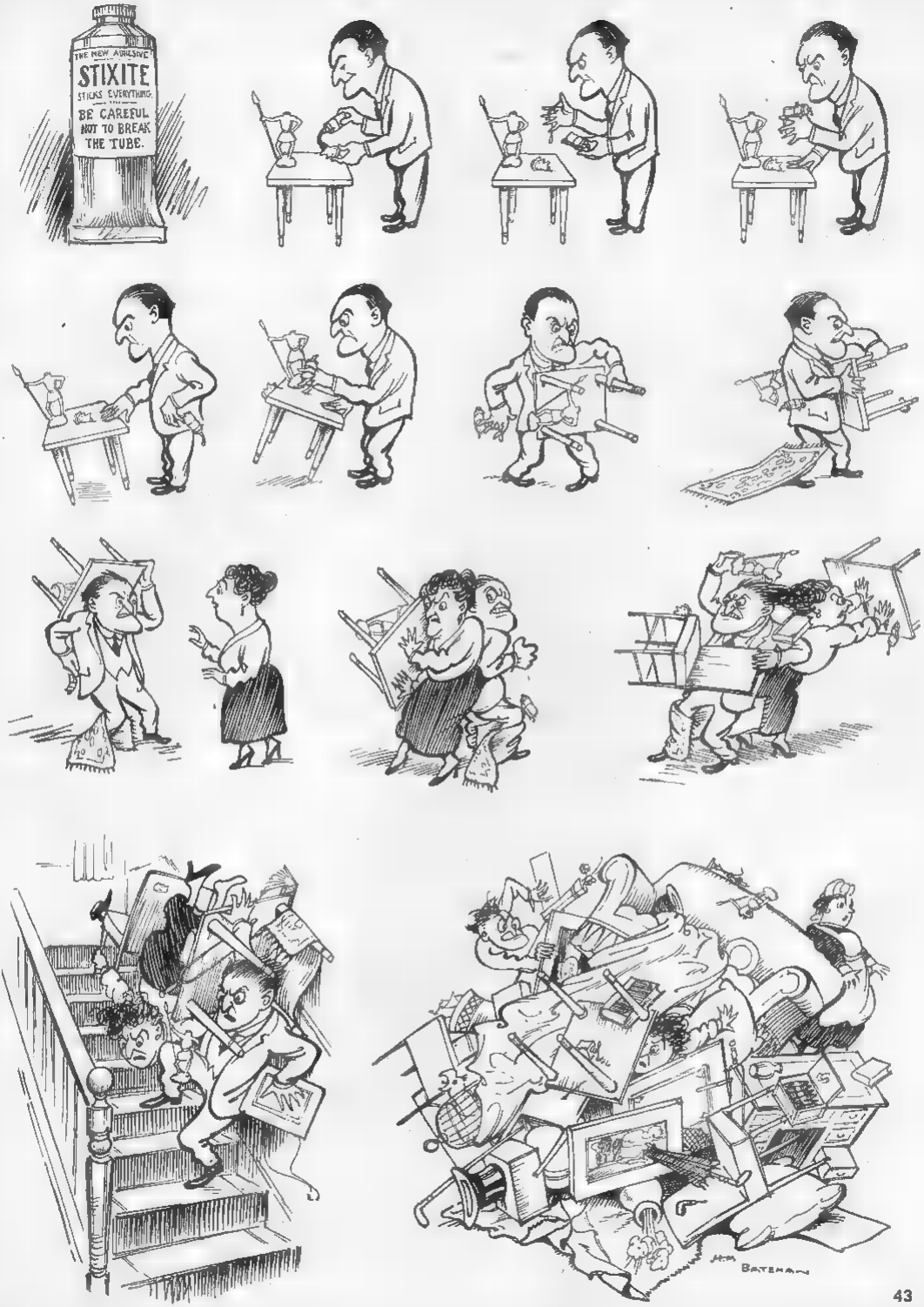
and the table

and the rug

and the lady,

in this first rate pantomime of . . .

The Man Who Broke the Tube


THE NEW ADHESIVE
STIXITE
STICKS EVERYTHING.
BE CAREFUL
NOT TO BREAK
THE TUBE.
H.M. BATEMAN

SPORTS DEPT.

MILLION DOLLAR HORSE

NAUSHEA'S STORY

Some months ago Naushea was auctioned off for $1,251.19 a pound. A group of rich men chipped in and bought him. Chipping in is kid's talk so on a big deal like this it's known as "forming a syndicate". The members of this syndicate didn't want to reveal who they were. Some people said they were ashamed. This is ridiculous. Why should they be ashamed? Why should they care who knows what a gamble they took? Why should they care who knows what a nerve-wracking spot they're in? Why should they care if the whole world knows they're going out of their minds with worry? Why should the whole world know they're crazy? Why should they? Huh? Why?

Now let's find out how they are doing.

PICTURES BY JACK DAVIS

MEMBERS OF SYNDICATE THAT OWNS NAUSHEA

Value of Naushea is dramatically illustrated by this shot showing how when caught in sudden downpour every precaution is taken to keep horse warm and dry.

NAUSHEA GETS CLOSE PERSONAL CARE

SPECIALISTS ARE ASSIGNED TO ATTEND TO ANY AND EVERY NEED

TRAINER'S ASSISTANT feeds Naushea special formula of highly appetizing sweet smelling and nourishing food.

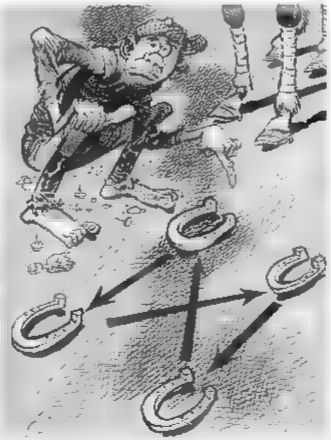
GROOM attends with meticulous attention to Naushea's personal hygiene to insure good looks and good health.

EXERCISE BOY supervises daily activity to keep Naushea at peak of condition and in perfect racing form.

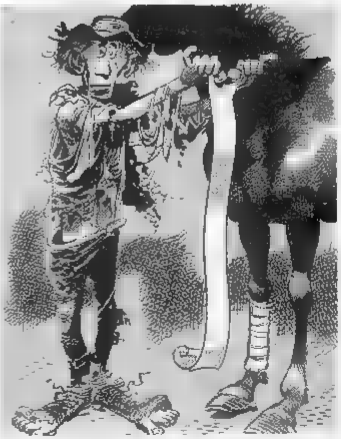
NAUSHEA'S WARDROBE USEFUL AND GAY

TURF CLUBS SELECT HIM AS BEST DRESSED HORSE OF THE YEAR

STA[illegible] BOY attends to "housekeeping" chores and takes care to see that Naushea keeps covered on cold nights.



HORSESHOE BOY cares for special precious metal alloy horseshoes and keeps record of cross-switching time.



LEG BOY hand launders and keeps soft and fluffy leggings of 40% cashmere and 60% yak fuzz (cost $45.)

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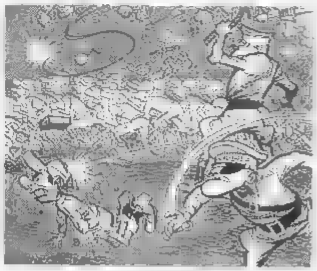
SELECTING THE RIGHT JOCKEY IS VERY BIG JOB

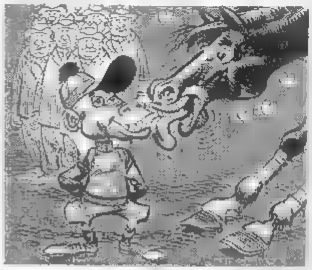
THOUSANDS VIE FOR PRESTIGE, HONOR, GLORY OF RIDING SWIFTEST HORSE



REJECTED

JOCKEYS GET 10% of the winnings.

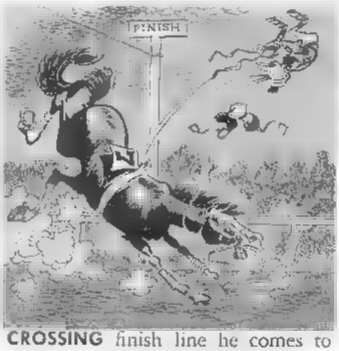
Choosing a jockey involves painstaking head to toe physical and mental examination. After months of sifting and screening the top man comes up. Naushea's turned out to be a jockey named Tiny Vahntz. Unfortunately the great horse took an immediate dislike to him. So the search had to be resumed. Somehow Shorty Yech turned out to be the one Naushea liked even though he only came out number 973 in the tests.



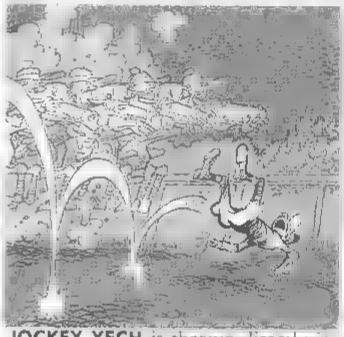
ACCEPTED

TERROR STRIKES AT BOOKMAKER HANDICAP RACE

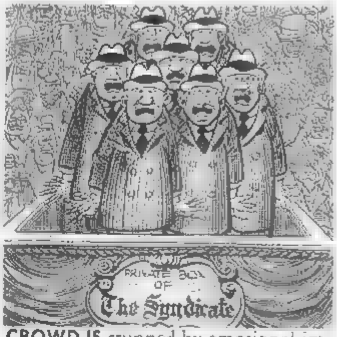
COMING DOWN the stretch Naushea puts forth tremendous burst of speed.



CROSSING finish line he comes to sudden, startling, unexplained stop.



JOCKEY YECH is thrown directly in the path of the onrushing horses.



CROWD IS stunned by emotional impact of terrifying scene on race-track.

DOCTORS RUSH to do what they can while motionless crowd prays silently.

ANXIOUS, tense moments are broken when doctor shouts: "A miracle!"

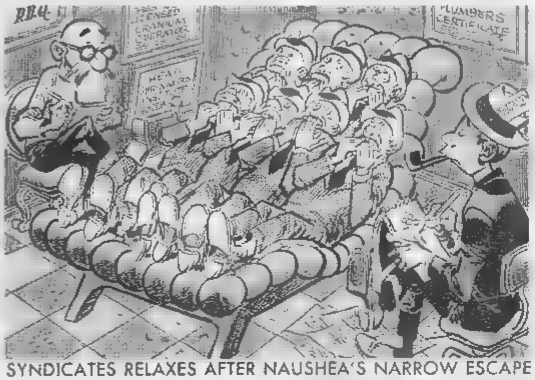
RACING FANS REJOICE WITH UNBRIDLED JUBILATION UPON LEARNING THAT THE ARISTOCRAT OF HORSEDOM ■ SAFE

NAUSHEA UNHURT

NEW JOCKEY IS HIRED

THE FOLKS DOWN AT Naushea's headquarters are sighing with relief as they get busy looking for someone to replace the late Shorty Yech. Tests begin next week and already trainloads of jockeys are arriving daily.

We interviewed the syndicate about their close call. "We just have to take things like that in our stride", said Wastrel P. Prodigal, owner of Squandering Farms. "After all," he continued, "if we were to become upset over every minor mishap we'd be nervous wrecks in no time." To which we can only add that it must be mighty nice to be so well heeled that money worries are non-existent. **END**



SYNDICATES RELAXES AFTER NAUSHEA'S NARROW ESCAPE

The Good Old, Old Days!

The Search for Bridey O'Murphy (1,313 pp.)—*Borey Mernstein—Tripleday* ($13.13).

by B. Wiseman

The book we are reviewing here was written by a mid-western business man and amateur hypnotist named Borey Mernstein. It is the story of a startling experiment in hypnosis; a simple lass' who lived long ago is brought back to tell us of an earlier life!

While scattered references to re-incarnation exist in folklore, this series of experiments has cast the first ray of light on this darkest of mysteries. Of course, the subject is not quite the same girl that married long, long ago; thanks to the mystery of re-incarnation she is now the wife of a Mid-western bartender.

The book begins with Mr. Mernstein exercising a great deal of persuasion to get the subject, an ordinary, simple housewife to submit to hypnosis. But finally, an evening was chosen, a date was set and Mr. Mernstein prepared his equipment (which consisted of a tape recorder, couch, candle and a pair of gleaming eyes). However, difficulties persisted: on the appointed night the subject did not show up. Knowing her habits Mr. Mernstein made a thorough search of the local watering places and eventually found her. A shower and coffee put everything right and the experiment proceeded.

In the darkened room a candle was held 18 inches from her eyes, and the subject was asked to gaze intently into the flame. It took only a couple of minutes to hypnotize her. When the trance was sufficiently deep, the tape recorder was turned on and Mr. Mernstein quietly began:

Q: Now we are going back, back, back back . . . We are going back through time and space, like riffling the pages of a book . . . Tell me what scene comes to your mind.

A: **I scratched the cupboard . . . could not reach the shelf — I was so mad . . .**

Q: You say you were mad?

A: **I was mad . . . awful mad.**

Q: Why were you mad?

A: **They were all downstairs and I could not reach the cupboard. That's where they kept it.**

Q: Who was downstairs? Kept what?

A: **Mommy and poppy and all my brothers . . . *spirits* of course!**

Q: Where did all this take place?

A: **In Cork, Ireland.**

Q: And what was downstairs?

A: **It was a place where they tippled — drank—you know, like a bar or a country club.**

Q: Hmmm . . . alright, now see if you can remember when you were older, say seven or eight.

A: **Yes, yes I can! I am bigger. I can almost reach the cupboard now.**

Q: And where is your family, mommy and poppy and your brothers, how many are there by the way?

A: **Well let's see, 12 no 13, they are all downstairs — still.**

Q: Doesn't poppy work?

A: **When he can . . . when he is able—you see, he is often sick in the morning.**

Q: And your brothers? What did they do?

A: **They work sometimes, when they are able.**

Q: And mommy?

A: **She cooks — when she is able.**

Q: Now that you are older, do they let you go downstairs?

A: **It's not my folks, it's that tavernkeeper won't let me in because I'm a minor seven years old.**

Q: Ahem . . er . . . can you see yourself when you are still older—say 14 or 15?

A: **Yes . . . I can — but it's hazy. An' me head hurts — oh in the morning I'm sick — me husband too.**

Q: *You're married?* Whom did you marry?

A: **The tavern keeper — and now I'd like to see him keep me out!**

Q: Didn't you go to school?

A: **When I was able.**

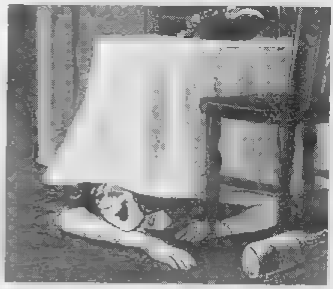
Q: Can you see yourself still older?

A: **Yes, I can. I am an old, old lady now and I'm sick in bed. After being downstairs I fell.**

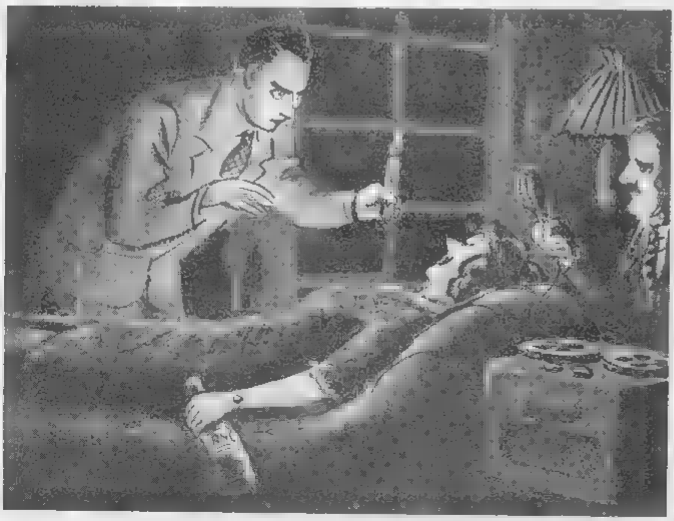
Q: And then?

A: **And then I passed away and floated around, it was terrible, dry as a bone.**

This concluded the first session. Unfortunately, after the subject was awakened, she was thirsty. The rest of the book deals with Mr. Mernstein's search for her. If you enjoy a good, rousing 'search' story by all means buy the book!



The Subject is an ordinary housewife



The subject's answers were not in her normal voice.

SO BEGINS THE FAMILIAR INTRODUCTION OF THE LEADING DOCTOR TYPE SHOW ON T. V., OPENING THE STORY OF A PATIENT ALSO TO BE OPENED ON

MEDICAL

Yes . . . this issue, MAD reviews a T.V. program that never fails to create a stir, especially when the operation scenes go on and thousands of viewers madly scramble out of the room while other thousands madly scramble into the room.

What we want to know is, are these scenes necessary? Why can't the producers eliminate these operating-room and laboratory scenes? Why can't they get rid of this technical stuff? Why do they have to be trouble-makers by sticking in educational material? Take a tip from us, producers, and stick with good, wholesome romantic stories and stop trying to make the natives restless.

In any case, MEDICAL does manage to be exciting despite the technical material. If you watch carefully, you will notice how MEDICAL skillfully changes a commonplace sickness into a tense drama. The following pages illustrate our point. First we'll show how a sickness usually happens, and then we'll show how MEDICAL handles it.

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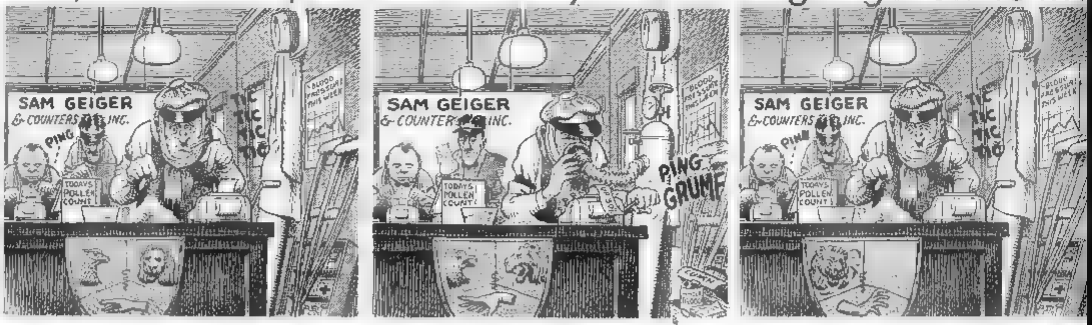
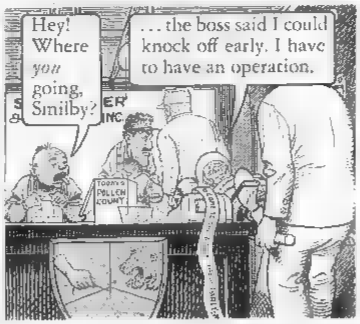
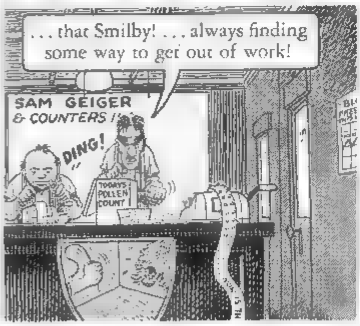
First, in real life, here's the way a man might go off to the



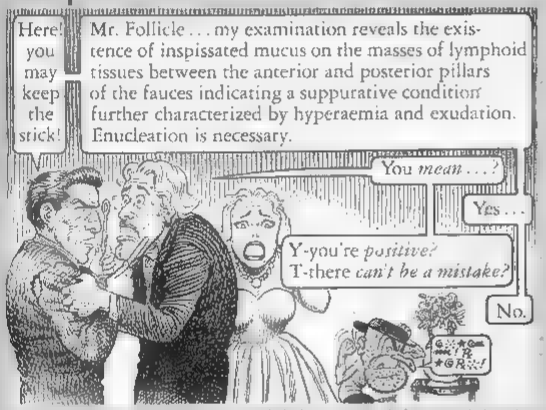
Next, in 'Medical', here's the dramatic way going to the

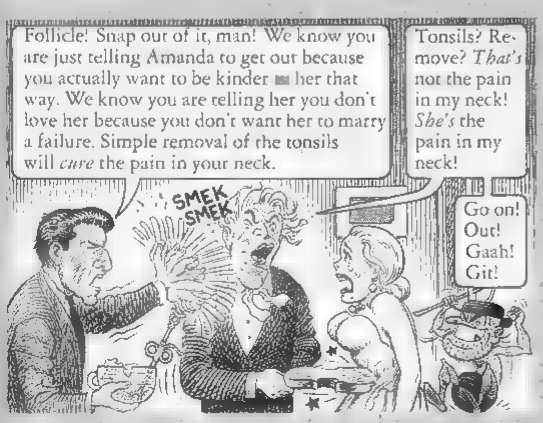
hospital . . .





hospital is . . .





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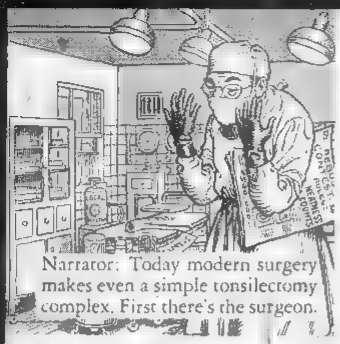
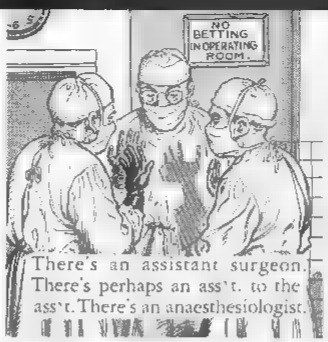
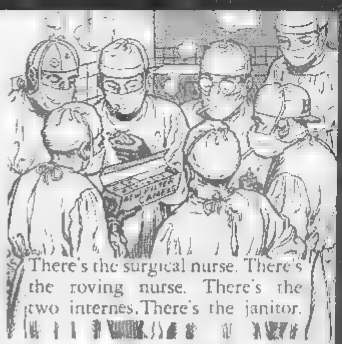
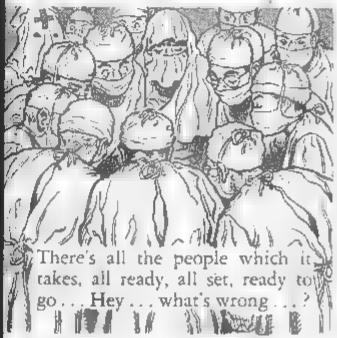
Operation Scene is most (ugh) fascinating of all

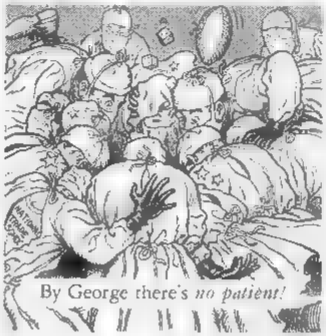

Narrator: Today modern surgery makes even a simple tonsilectomy complex. First there's the surgeon.



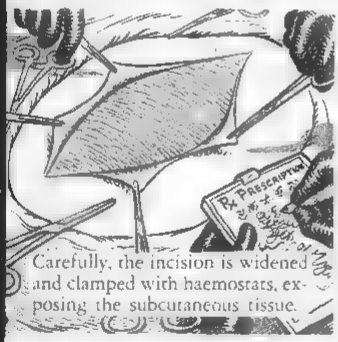
There's an assistant surgeon. There's perhaps an ass't. to the ass't. There's an anaesthesiologist.


There's the surgical nurse. There's the roving nurse. There's the two internes. There's the janitor.

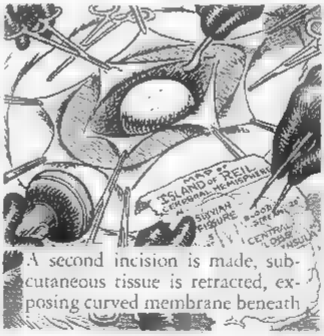

There's all the people which it takes, all ready, all set, ready to go . . . Hey . . . what's wrong . . . ?


By George there's *no patient!*

O.K. all kidding aside, the patient is anaesthetized, skin layed bare and the first incision is made . . .



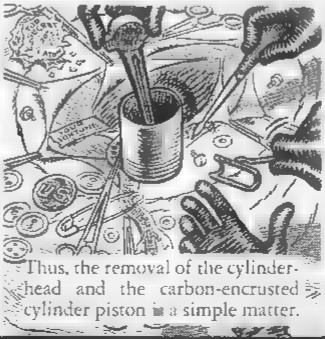
Carefully, the incision is widened and clamped with haemostats, exposing the subcutaneous tissue.



A second incision is made, subcutaneous tissue is retracted, exposing curved membrane beneath

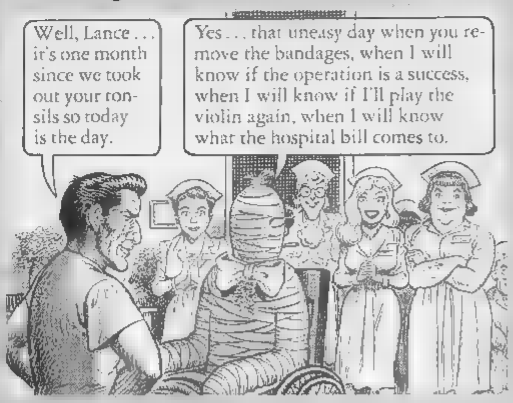
The membrane cap is firmly gripped, using Crile forceps, and lifted with a half turn to the right.

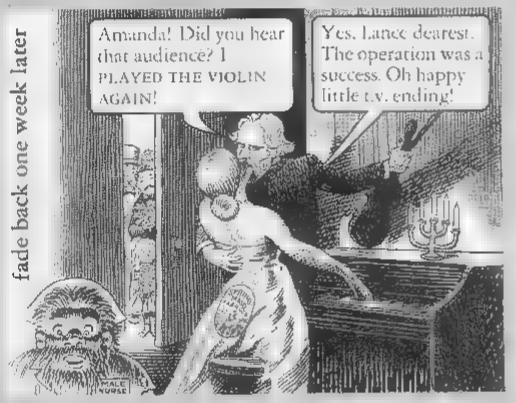
A Hibbs retractor is then inserted, enabling the gasket to be removed with a Stanley screwdriver.


Thus, the removal of the cylinder-head and the carbon-encrusted cylinder piston is a simple matter.

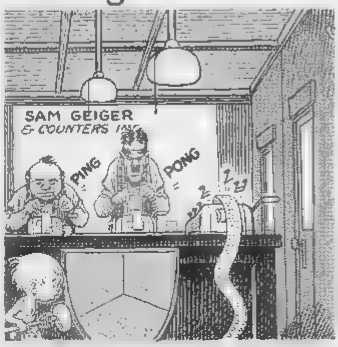
And it's this accumulation of unburnt carbon deposits on the piston head that causes engine knock.

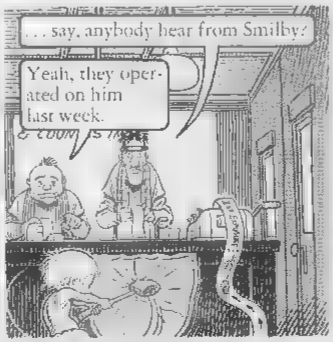
Ending in "Medical" is happy ever after.

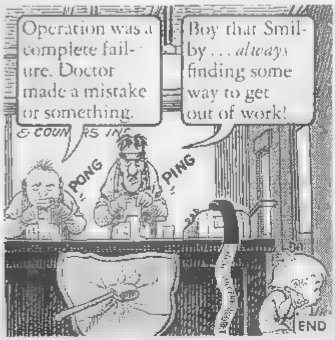




Ending in real-life is not so dramatic.







OK now, all kidding aside...

these are

REAL Advertisements

no kidding around

REAL!!!

please do what they say and buy all the things and like that...

REAL!

she'll love you if you buy her a glob of Silly Putty

SILLY PUTTY SHATTERS

OR BOUNCES

OR JUST LAYS THERE

*Silly Putty pressed onto printed paper picks up the paper print.

$1.00 PER GLOB IN STUNNING PLASTIC EGG CONTAINER: SEND MONEY TO SILLY PUTTY, BOX 741, NEW HAVEN, CONN.

Real Advertisement

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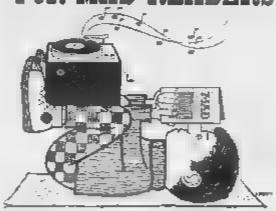

If Bach, Beethoven ■ Brubeck don't work as background for reading MAD here's a suggestion. Send for any one or all of the following LP'S.

Toe Tapping Nickelodeon Music
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Very sour German Village band music
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The Gayest 90's music ever
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Nostalgic Edison cylinders
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All albums 12"—33⅓—Order by number
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Enclose one used phonograph needle with order. We'll mail our brilliant two-dimensional black and white catalog. If you can't send the needle tear off your phonograph arm! HURRY! OFFER LASTS INDEFINITELY!

SAN FRANCISCO RECORDS
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ROGER PRICE

The world's foremost (and only) authority on Avoidism has written a book in which he discusses everything from "Man's First Mistake, the Wheel" to "How Girls and Other Types of Women Can Avoid Men who Annoy Them in Public and Teach Them a Well-Deserved Lesson.

In One Head and Out the Other

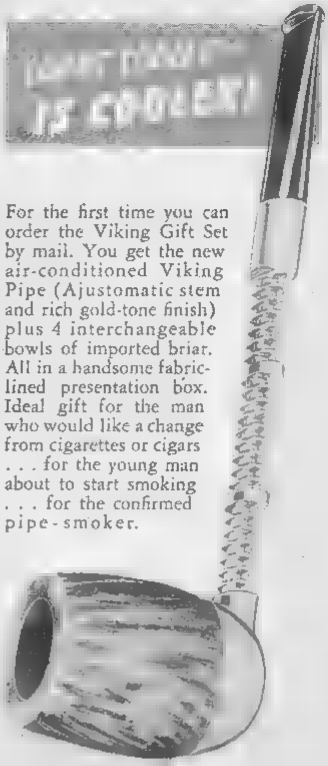
Now you can learn all about the Schwine-Kitzenger Personality Test (developed by two opposing psychiatrists who have just one thing in common—Mrs. Schwine), the curious case of Cousin Stanley (whose mother was frightened by ■ motorcycle), and the "Lucius Beebe Come-Along Feint," a handy social device used by hostesses everywhere.

Of Avoidism itself, Doctor Price* writes: *"Many reactionary, energetic, ambitious types will tell you that Avoidists are nothing but slobs." "This is true."*

*Actually Price holds no degree of any kind but insists his wide reading of other "self help" books entitles him to professional status.

To obtain your copy, rush out to your local newsstand —or send 40c to BALLANTINE BOOKS, 101 Fifth Ave. N. Y. 3, N. Y.

Real Advertisement



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Viking
Gift Set
$6.75 complete

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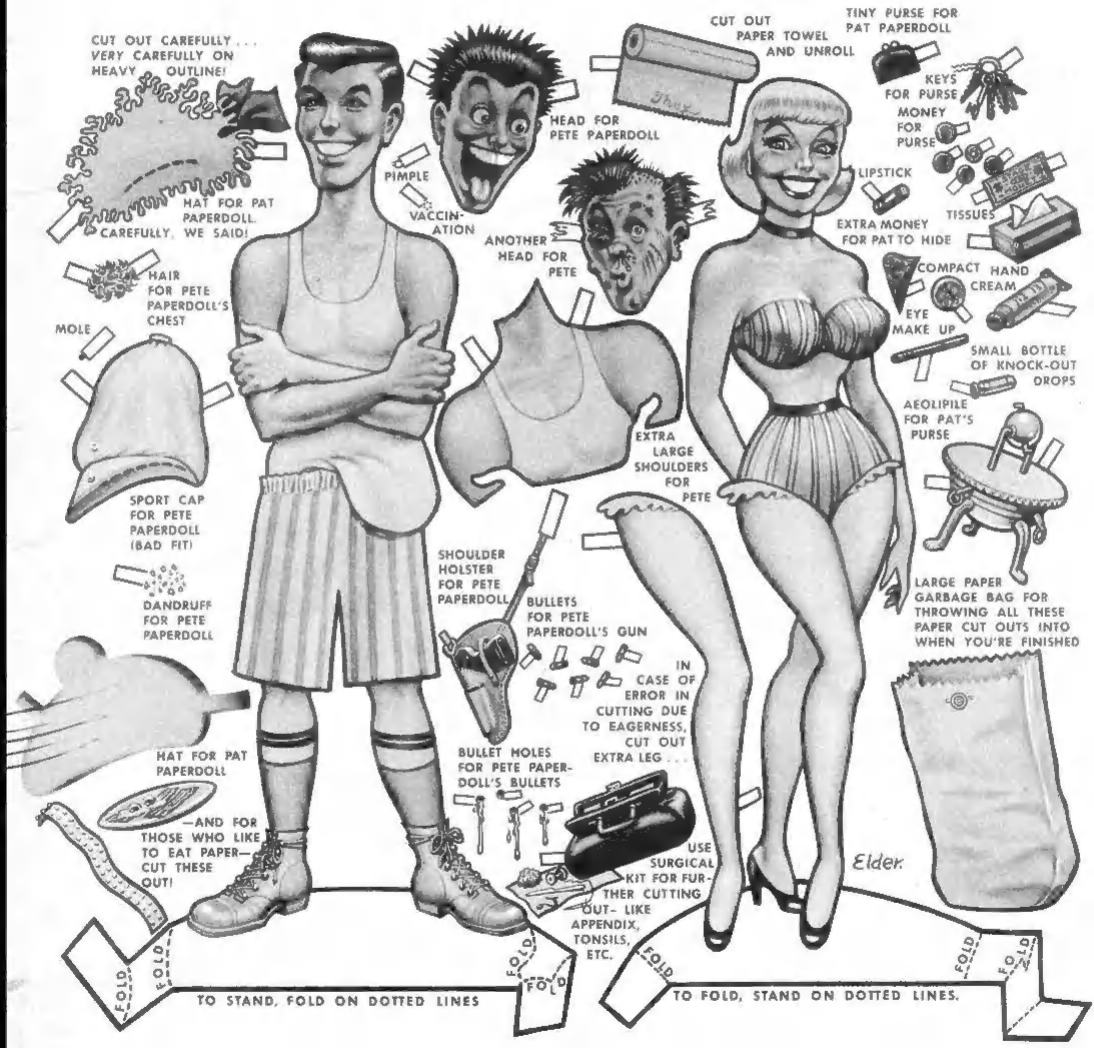
THINGS TO MAKE & DO DEPT.

PAPER DOLL PAGE

PRESENTING PAT & PETE PAPERDOLL AND THEIR PCLOTHES

INSTRUCTIONS: To you grownups . . . Here at the end of our magazine, now that your whole attitude towards life has shifted as a result of reading the past fifty-five pages . . . what could be more appropriate than paper dolls for you to cut out. You might try pasting Pete and Pat onto a sheet of cardboard for stiffness, before cutting them out. You might even paste them onto a thin sheet of plywood for real stiffness and cut them out with a coping saw. Then again, a sheet of tempered steel, trimmed with a gas torch would make the ideal backing.

PICTURES BY WILL ELDER



Watch for our next issue. Perhaps we will then show you how to play the interesting game called FLAP THE LOWER LIP, another MAD time and mind killer.

MAD PRESENTS: THE HEATHY GIRL

The Heathy girl is better

(Realer than that girl you've known)

With blemished flesh with moles,

Not always grinning on the phone.